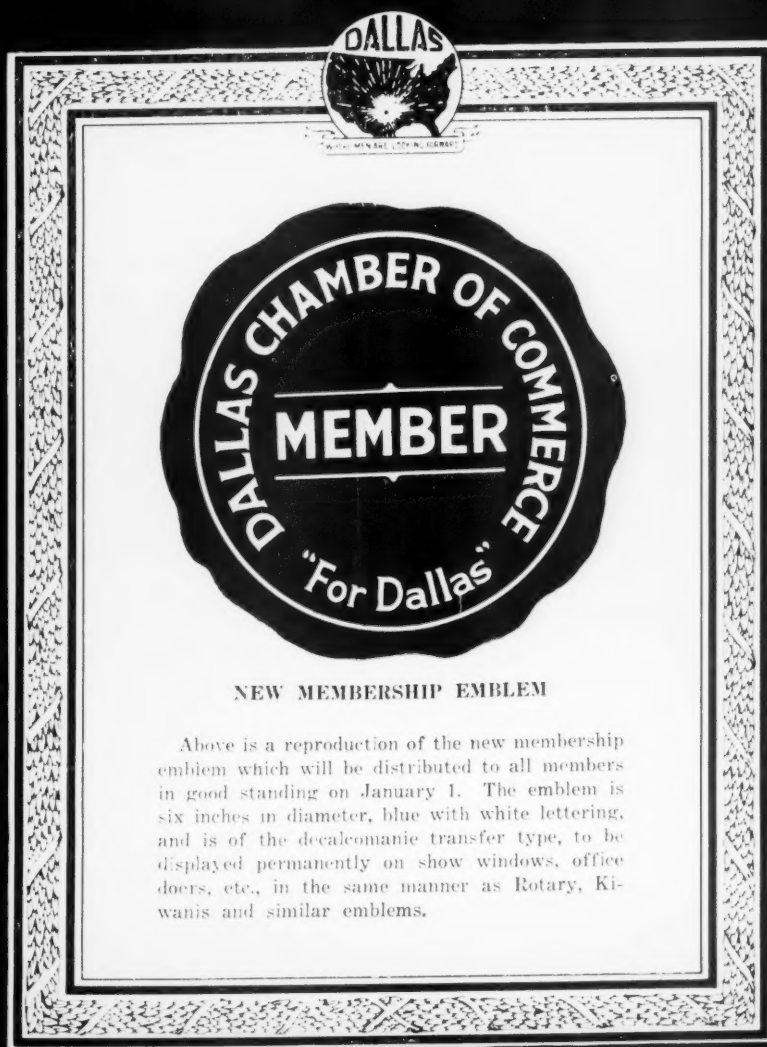


DALLAS



NEW MEMBERSHIP EMBLEM

Above is a reproduction of the new membership emblem which will be distributed to all members in good standing on January 1. The emblem is six inches in diameter, blue with white lettering, and is of the decalcomanie transfer type, to be displayed permanently on show windows, office doors, etc., in the same manner as Rotary, Kiwanis and similar emblems.

Headquarters Moved *to* Dallas



EFFECTIVE just as quickly after January 1st as physical arrangements can be completed, the entire production forces of the Southwestern Advertising Company will be concentrated at our Dallas Office. This will, of course, necessitate the bringing here of our headquarters staff and the enlargement of our already complete production facilities—effective with this move all accounting, checking and research work will be handled at the new headquarters office.

PERMANENCY

Established in 1913 at Oklahoma City with the same men who founded the company still at its head, it has been but natural that the headquarters be maintained in that city.

GROWTH

With the establishment of the Dallas Office six years ago, the business of Texas and the Southwest grew to such proportions as to require a complete production staff (copy men, merchandising men and artists) at this point as well as a complete staff at Oklahoma City.

SERVICE

With the steady constructive growth of our business there has come the realization that we could give our clients, located in eight states, a greater measure of service by combining these productive forces into one organization and this is the prime motive back of our decision to make this move.

Contact offices will be maintained at Oklahoma City and Tulsa and an even more efficient service will be rendered our many valued clients in that territory.

It has been our privilege to be identified with the growth of many Southwestern enterprises and we are pleased to list below a number of those whom we now serve.

Army Store	Dallas, Texas.	Holstra Manufacturing Co.	Tulsa, Okla.
Acme Milling Co.	Oklahoma City.	Henneberry & Co.	Arkansas City, Kansas.
Alexander Drug Co.	Oklahoma City.	Interstate Pipe Co.	Tulsa, Okla.
American Tank Co.	Oklahoma City.	H. J. Justin & Sons	Nocona, Texas.
Barton Manufacturing Co.	Waco, Texas.	Leonard & Braniff, Inc.	Oklahoma City.
Bureau of Osteopathic Education	Ft. Worth, Texas.	Lam Te Mfg. Co.	Oklahoma City.
Bell Oil & Gas Co.	Tulsa, Okla.	Mistletoe Creameries	Ft. Worth, Texas.
Baker Ice Machine Co.	Ft. Worth, Texas.	Mariand Refining Co.	Polca City, Okla.
Berry-Dennis Hide & Fur Co.	Dallas, Texas.	Monkey Grip Rubber Co.	Ft. Worth, Texas.
Baker Laboratories	Memphis, Tenn.	Morris Mfg. Co.	El Reno, Okla.
Cleveland Tractor Co.	Cleveland, Ohio.	Mee-Oakes Co.	Oklahoma City.
Canby, Ach & Canby Co.	Dayton, Ohio.	G. A. Nichols, Inc.	Oklahoma City.
Champlin Refining Co.	Enid, Okla.	No-Krode Mfg. Co.	Webb City, Mo.
Colin County Mill & Elevator Co.	McKinney, Texas.	Oklahoma Producing & Ref. Co.	Tulsa, Okla.
Cosmo Corporation	Ft. Worth, Texas.	Omar Refining Co.	Tulsa, Okla.
Davis Hat Co.	Dallas, Texas.	Oklahoma City Auto School	Oklahoma City.
Empire Refineries Inc.	Tulsa, Okla.	Oliver-Finnie Co.	Memphis, Tenn.
El Reno Mill & Elevator Co.	El Reno, Okla.	Oklahoma Operating Co.	Oklahoma City.
Exchange National Bank	Tulsa, Okla.	Oklahoma City Bldg. & Loan Assn.	Oklahoma City.
Everest-Porter Farm Mortgage Co.	Oklahoma City.	Pat Pan Mfg. Co.	Oklahoma City.
Figaro Chemical Co.	Dallas, Texas.	Russell Jobber Mills	Oklahoma City.
First National Bank	Tulsa, Okla.	Stevens-Etter, Inc.	San Antonio.
Ft. Smith Garment Co.	Ft. Smith, Ark.	Southwestern Feather Co.	Dallas, Texas.
Gebhardt Chili Powder Co.	San Antonio, Texas.	Standard Battery Mfg. Co.	Ft. Worth, Texas.
Hobo Medicine Co.	Beaumont, Texas.	Sapulpa Refining Co.	Tulsa, Okla.
Halligan Co., The	Davenport, Iowa.	Scotch Tone Co.	Oklahoma City.
Hale-Hall Co.	McAlester, Okla.	Texas Creamery Company	Houston, Texas.
Hiawatha Lumber Co.	Oklahoma City.	Twentieth Century Tire Protec. or Co., M'd'orian, Tex.	Oklahoma City.
		Williamson-Halsell-Frazier	Oklahoma City.

SOUTHWESTERN ADVERTISING COMPANY

DALLAS

Entire Fifth Floor, Simpson-Whiteman Building, 1521 Commerce St.

OKLAHOMA CITY

TULSA

MATHEMATICS IS THE ONLY PERFECT SCIENCE

Our business,

*DIRECT BY MAIL
ADVERTISING*

shows an increase over last year
of more than
75%



We believe in Direct By Mail
Advertising



Riley Letter Shop

516 Dallas Co. Bank Bldg.
Y-5762

CLOTHES

Hand-Tailored

WE ARE makers of
clothes for men of
discriminating tastes---men
who demand the best and
usually succeed in getting
it.

Every garment we pro-
duce is made in Dallas---
in our own shops.



**GRAY & GRAHAM
COMPANY**

Texas' Leading Tailors
1009 Main Street

Confidential Real Estate Transactions

We buy property for individuals or corporations. All
of our transactions are considered confidential, and no
publicity given when our clients so request.

"30 YEARS IN DALLAS"

J. W. LINDSLEY & COMPANY

REALTORS

1309 Main Street

Phone: X 4366

Advertisers Directory

ACCOUNTANTS	
Alfred H. Brundage	29
C. T. Lynn & Co.	19
A. S. Walker	29
ADDRESSING AND MAILING	
Commercial Printing & Letter Service Co.	27
ADVERTISING	
Mid-Continent Advertising Agency	26
Jas. P. Simpson Co.	26
ARCHITECTS	
Lang & Wittchell	30
Putnam & Davis	22
ATTORNEYS	
Burgess, Burgess, Sadler, Chrestman & Brundidge	29
AUTOMOBILES & TRUCKS	
Autocar Company	4
BOOK BINDING	
Henry Nuss	27
BANKS & TRUST COMPANIES	
American Exchange Nat'l Bank	Back Cover
Central State Bank	Back Cover
City National Bank	Back Cover
Dallas National Bank	Back Cover
Dallas Trust & Savings Bank	Back Cover
National Bank of Commerce	Back Cover
Southwest National Bank	Back Cover
The Republic National Bank	24
CONTRACTORS	
McCright Crane Co.	13
DETECTIVE AGENCIES	
Smith Detective Agency	25
ELECTRICAL CONTRACTORS	
Manett, Seastrunk & Buckner	22
EMPLOYMENT AGENCIES	
Employers Service Co.	20
ENGINEERS—CIVIL	
Myers & Noyes	24
GAS	
Dallas Gas Co.	19
INSURANCE	
Cochran & Houseman	20
Hanway & Williams	29
International Travelers Assn.	29
Kirkpatrick-Thompson Co.	29
John H. Love	20
M. Murphy	20
Texas Employers Ins. Assn.	18
INVESTMENTS	
Breg-Garrett & Co.	29
Maxwell Investment Co	20
G. L. Miller & Co.	17
LUMBER	
Clem Lumber Co.	20
M. M. Mayfield	31
MACHINERY	
Briggs-Weaver Machinery Co.	15
MACHINE SHOP	
Texas Machine & Tool Co.	22
OFFICE FURNITURE	
Askew Office Furniture Co.	28
Miller, Vance K.	22
Simpson-Whiteman Co.	13
Stewart Office Supply Co.	14
OFFICE SUPPLIES & SPECIALTIES	
Business Systems Club	Inside Back Cover
E. C. Kusterer	29
K. H. McDaniel	15
PAINTS	
American Paint & Supply Co.	23
PHOTO ENGRAVERS	
Harper Engraving Co.	23
A. Zeese Engraving Co.	24
PHOTOGRAPHS—COMMERCIAL	
Raymond Studios	28
PRINTING & ADVERTISING SERVICE	
Commercial Printing & Letter Service Co.	27
Dallas Mailing Co.	15-25
Johnston Printing & Advertising Co.	19
Riley Letter Shop	3
Southwestern Advertising Company	2
RADIO	
Simplex Radio Manufacturing Co.	28
REAL ESTATE	
Connally & Thomas	22
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Lindsley, J. W. & Co.	3
Miller, Lawrence	24
Rucker & Jones	23
T. & P. (Industrial Department)	25
SHEET METAL PRODUCTS	
Berger Mfg. Co.	21
SCHOOLS	
S. M. U. School of Commerce	24
SIGNS	
Flexlume Signs	20
STEEL	
Austin Brothers	24
STORAGE, DISTRIBUTION & TRANSFER	
Dallas Transfer Co.	21
Universal Carloading & Distributing Co.	29
TAILORS	
S. Koenigsberg, Inc.	25
Gray & Graham	4
TAXICABS	
Bonded Transfer Co.	20
Adolphus Auto Rent Co.	22
TITLE GUARANTY CO.	
Dallas Title & Guaranty Co.	25
TOWEL SUPPLY COMPANIES	
Cannon Ball Towel Supply Co.	28
TYPEWRITERS	
Noiseless Typewriter Co.	13

Record Number of Buyers Visit Local Market

MORE merchants have patronized the Dallas wholesale market the past year than during any previous year. Responsible for this to a large extent is the fact that 250,500 pieces of advertising matter have been printed and distributed, and advertisements of the wholesale market have been carried both during the spring and fall in newspapers with a combined circulation of more than 1,000,000. Also there has been expended the past year \$40,000 in refund of railroad fares to visiting merchants. Two very successful Fashion Shows were held at the Majestic Theatre with a total attendance of more than 12,000.

The advice given to merchants to "buy as they need it, allowing the wholesale houses of Dallas to carry the reserve stocks for them," has been widely accepted and Dallas has developed into a 12 months' market, for not a day passes that a number of Southwestern merchants do not visit Dallas and register at the Chamber for return of fares.

There is a close and hearty co-operation among all the wholesale houses of Dallas, a co-operation that means a fuller success for the wholesale interests. The Dallas market has established for itself an enviable position among the larger markets of the Nation, best evidenced by the fact that whereas Dallas ranks 42nd in population, she stands 15th as a wholesale center.

Good-Will Tour Conducted

A Good-Will Tour was conducted into South and Southwest Texas, traversing 1123 miles and visiting a district with a population of 3,000,000. One hundred cities were visited by the special train of Dallas wholesalers and other business men.

During 1922 the Wholesalers expended the following special funds contributed by their own members: Advertising, \$16,000; style shows, \$16,000; railroad fare refunds to visiting merchants, \$37,500.

In appreciation of the continued patronage of Southwestern retailers, the Dallas Wholesale Market is striving harder and harder each year to render to the splendid merchants of this territory a direct, personal, interested service.

Very definite plans are being made for the coming year and with general business conditions improved, as they are, this department feels it has every reason to believe that 1923 will mark a high spot in the success and in the achievement of the Dallas Wholesale Market.

DUPLICITY

"My husband is a deceitful wretch."
"What makes you think that?"
"Last night he pretended to believe me when he knew I was lying to him."
—Boston Transcript.

Making Business Leaders of Tomorrow

CO-OPERATION with the senior Chamber in all its activities and the development of its members through a carefully arranged educational program are the main phases of the work of our Junior Chamber of Commerce. Educational classes in public speaking and salesmanship are under way and classes now being organized include advertising, a course of lectures designed to promote good citizenship, and courses in marketing.

The Junior Chamber has taken an active interest in agriculture, paying the expenses of the Dallas County boys' judging team to the State contest at Texas A. & M. College, and has sent delegations to each of the community fairs of the county. The Juniors also take a keen interest in the work of the Manufacturers' De-

partment also furnished "Welcome Cards" to State Fair visitors for merchants' windows and sent out 24,000 mailing cards to people within a 100-mile radius of Dallas inviting them to the Fair.

In the way of publicity on the complete Dallas retail market, hundreds of articles in the daily press and trade publications have been furnished.

The Advisory Board met regularly and supervised the activities of the Department, which are too numerous even to list completely. Our retailers are ever loyal to co-operate in movements for the interest of Dallas.

In service directly of interest to retailers might be mentioned the establishment of the Stores Mutual Protective Association for the suppression of shop-lifting and to prevent the passage of spurious checks. A collection bureau was also established. The Department actively assisted in the following campaigns: Clean Up and Paint Up, Thrift Week, Canned Foods Week, Build Now, Music Day. Assistance is being given the Auditorium Committee in its efforts to secure an adequate down-town auditorium. The Department has been active in the passage of ordinances affecting the retail interests.

At regular intervals bulletins giving trade information have been distributed to members. Closing agreements among retailers for holidays and summer afternoons were arranged. Requests for contributions have been handled, saving members thousands of dollars on "fake" or unworthy propositions. The Department has worked in conjunction with the National Dry Goods Association and National Retail Secretaries' Association, as well as the State Jewelers' Association, on legislative matters. The Department has also secured the co-operation of the Retail Milliners, Retail Grocers, Retail Jewelers and others by the formation of individual groups for working out problems of interest to each group.

Making "Dallas-Made" More Widely Known

REORGANIZED in February, the Manufacturers' Department of the Chamber has a most enviable record of activity. Weekly meetings of directors have had an average attendance of more than 90%; 22 weekly luncheons have been held with a total attendance of more than 6,000, where Dallas-made products were exhibited and Dallas people shown their opportunity to support local factories by increased purchases of Dallas-made goods.

Members of the Manufacturers' Department have jointly spent for special activities this year the sum of \$20,400 for 79 full page advertisements; \$24,414 in connection with the new building and the Manufacturers' Exhibit at the State Fair; \$640 for the Housewives' Guide of Dallas-made Products and for miscellaneous work, \$1,200.

CHAMBER DEPARTMENTS AND COMMITTEES, 1922

Committee	Chairman
Wholesalers.....	L. O. Daniel
Retailers.....	Melvin K. Hurst
Manufacturers.....	Hugo Schoellkopf
New Home.....	Louis Lipsitz
Finance.....	T. M. Cullum
Athletic.....	Richard Haughton
Referendum.....	J. K. Hexter
Ginners' Convention.....	J. C. Weaver
Fire Prevention.....	S. W. English
Oil Development.....	Edward T. Moore
Traffic.....	A. C. Valentine
Agricultural.....	G. H. Alford
Industrial Health.....	R. A. Wilson
Water Supply.....	George A. Trumbull
Tribute Dinner.....	T. E. Jackson
Foreign Trade.....	Fred E. Johnston
Federal Building.....	W. M. Holland
S. W. Business Conference.....	A. M. Matson
Spring Trade Trip.....	C. L. Norsworthy
Membership Campaign.....	F. E. Shoup
AFFILIATED ORGANIZATIONS	
Love Field Industrial District.....	C. W. Hobson, Pres.
Open Shop Association.....	R. S. Haseltine, Pres.
Automobile Club.....	George R. Angell, Pres.
Junior Chamber.....	Henry J. Casey, Pres.
Hocci Men's Ass'n.....	Otto Herold, Pres.

partment and served a Made-In-Dallas luncheon. During the year the Department has answered about 100 out-of-town inquiries, together with some 1200 telephone inquiries, and has sent out several thousand letters or pieces of printed matter of value to its members. The organization holds weekly membership luncheons and issues regularly a bulletin to members. A successful membership campaign was recently concluded.

Furthering Interests of Our Retail Market

DALLAS, Center of a Million Satisfied Shoppers," is the slogan of our Retail Merchants' Department. "Good Will" tours were conducted under the auspices of the Department during the year to Wills Point, Terrell, Kaufman, Denton, Canton, Amarillo, Fort Worth, Waco Cotton Palace, Johnson County Fair at Cleburne and community fairs at Richardson, Lancaster, Mesquite, Grand Prairie and Carrollton. The

Outstanding among the activities of the Department was its part in the erection of the splendid new building at the State Fair for the display of manufactured goods and automobiles, as well as the display of Dallas-made goods in the building. Fully 400,000 people learned through visiting this exhibit of the diversity and high quality of Dallas-made goods.

Through its advertising program and other activities carried on the past year, and to be continued on an even larger scale in 1923, the Manufacturers' Department is bending all efforts to make the Southwest greater industrially. Localizing of the advertising has been studiously avoided. It has been sought, first, to remind Dallas and Southwestern people of the opportunity they had to buy Dallas-Southwestern-made products; second to impress upon Dallas and Southwestern people the quite apparent need of building more and larger factories for the purpose of better stabilizing business conditions throughout the territory and providing an improved market for raw materials. Furthermore this appeal is entirely devoid of sentiment and is based upon "price and quality being equal."

Telling All The World About a Good City



PRODUCTIVE, conservative and dependable 'publicity' is of ever-growing and undisputed importance in community organization work. It is the vehicle of communication through which members are kept in close touch with the activities of their Chamber; through which the advantages and opportunities of Dallas are presented not only to our citizenship, but to the rest of the world. "Dallas," a 32-page monthly magazine, inaugurated a year ago and handled by the Publicity Department, has been practically self-sustaining through carrying advertising. In addition to going to our members and to Chambers of Commerce, public libraries, and various persons or organizations of importance both at home and abroad, it has carried a monthly message of Dallas' progress to business concerns in the North which we are endeavoring to "line up" for Dallas.

This department has furnished articles on Dallas, or data for articles, often accompanied by photographs or cuts, to 65 publications, many of national importance, during the year. It has sent out 60,000 pieces of printed matter, including a revised addition of "Dallas from A to Z" and a map showing Dallas as an oil center. Revised data for 13 directories or atlases has been furnished. Four thousand

letters seeking information on Dallas' advantages, asking where certain goods can be purchased here, etc., have been answered, and the department has supplied information to visitors or over telephone in 3,500 instances.

The local daily press has been most generous, carrying 2,500 items during the year with regard to Chamber activities. The motion picture film, "Magic Dallas," loaned by the Fitzhugh Film Company, was sent out to 30 towns in our trade territory. A new source of publicity, the radio, has been extensively used by the Chamber this year, and returns from this have reached the Chamber from throughout the continent. The Associated Press, through its mail editor, carried many Dallas stories furnished by the Chamber.

The Manager of the Publicity De-



New Home, Dallas Chamber of Commerce
Owned by our organization

"Power House of the Famous Dallas Spirit"

partment represented the Chamber at the West Texas Chamber convention at Plainview, the Fort Worth Fat Stock Show, All-West Texas Fair at Abilene and at the State Reclamation conference at Waco. He also served as secretary of the Oil Development and Fire Prevention Committees. Research along various lines was done for various Chamber members, and considerable new statistics were worked out during the year, this material appearing from month to month in "Dallas," our official publication.

If you see a man in a street car look over all the papers in his pocket and tear some of them up, you can bet he is married and on his way home.

\$150,000 Saved During 1922 For Dallas Shippers



PON good distribution rests largely the framework of Dallas' commercial and industrial life. Our Transportation Department is daily saving money for Dallas shippers, securing quicker service for Dallas customers and otherwise co-operating with the carriers to give Dallas the best possible traffic and transportation facilities. Through its efforts with reference to rate changes alone approximately \$150,000 has been saved for Dallas shippers the past year. In limited space it is impossible to list the various items, but almost every class of business here has been affected. Fifteen trips have been made by Chamber representatives to rate hearings in the interest of Dallas shippers.

Assistance to shippers has also been given by promptly quoting over the telephone 2,008 rates and by mail 5,324, or a total of 7,332 quotations for the year. The Department checks completely every rate and combination of rates in order to help shippers secure the lowest possible rate basis.

Routing Circular No. 2 was issued during the year in 1,500 quantity showing mileage and rates to all points in Texas and Oklahoma.

Through the efforts of the Department rates of fare and one-half from all points in Texas to Dallas were secured for our Wholesale Merchants' Department from September 1 to October 1. This reduction in passenger fares saved visiting merchants \$5,000 and also saved the Wholesale Merchants' Department a like amount in their system of fare refunds.

The Department from time to time has made many changes and improvements in the package car service out of Dallas, this particular item being under close and constant observation and errors immediately rectified. Dallas' package car service is now in splendid condition and is the envy of all competing cities.

Thirty meetings of the Traffic Committee have been held at the Chamber of Commerce during the year in the interest of Dallas shippers.

Through the efforts of the Traffic Committee the removal of the Cotton Belt Railway tracks from South Lamar Street was accomplished.

Articles furnished the local press from time to time have called the attention of shippers to several hundred traffic subjects and 150 circulars and circular letters have been sent to shippers, keeping them in touch with matters vital to their interest.

Keeping County In Lead Agriculturally

THAT modern, scientific farming methods will practically double production possible under old-fashioned methods was shown the past year on demonstration farms handled under the direction of the Agricultural Department of the Chamber. The County Agricultural Agent reported that cotton yield on such farms was more than double the average acre yield of the county, the yield of small grains was increased 50 per cent and other crops responded in similar proportions to the advanced methods. There are seven of these demonstration farms in the county.

During the past year the number of registered live stock was largely increased. One hundred and fifty-seven farmers were induced to feed a better balanced ration with excellent results, experimenting with 628 head of stock. There are now 150 pure bred bulls in Dallas County and 650 pure bred dairy cows. A testing association was organized among members owning 126 cows. The county has five dairy breeders' associations.

Dallas County has made wonderful strides in poultry breeding. During the year 83 additional farmers were influenced to raise standard-bred poultry and 50 were induced to practice early hatching. Forty-seven flocks were culled and 27 modern poultry houses erected.

While only 20 new farm dwellings were erected in 1922, the records show that 127 farm dwellings were improved or remodeled. Ten farmers planted new fruit orchards and demonstrations of pruning and orchard care were given on approximately 100 farms. More than 2,500 farmers practiced fall plowing the past year largely as a result of the County Agent's activity. Modern city conveniences are being seen yearly on more Dallas County farms. During the past year 35 water systems and 15 home lighting systems were installed. More than 500 farm homes were screened against flies and mosquitoes the past year, 379 farmers improved their home grounds and 176 installed sewage disposal plants.

During the year 215 meetings among farmers were held and 1,200 other meetings concerning the demonstration work, with a total attendance of 61,000. The County Agent and Assistant traveled 27,054 miles in connection with their year's work. Seventeen farmers' short courses were held. A feature that should receive special mention was the holding of five successful community fairs. Boll weevil elimination work received a large share of attention. Membership in boys' agricultural and live stock clubs reached 1,350. Forty per cent of the boys in the clubs entered exhibits at the State Fair, winning \$1,200 in prizes.

Work Among Women and Girls of County

REPORTS of the County Home Demonstration Agent and Assistant show 41 women's clubs with 860 members and 19 girls' clubs with an enrollment of 469. A total of 398 demonstrations were given in plant propagation, home labor savers, poultry, food preservation, dairying, home improvement, food preparation, farm beautification and handicraft. Twenty-two drill meetings and one camp were held with a total attendance of 1841. A total of 391 girls and 562 women entered exhibits at the five community fairs and the 23 exhibit contests held during the year. The total amount of cash prizes won by exhibitors was \$1147.50.

The total value of canned, dried and brined fruits and vegetables, canned and cured meat, milk products, baskets, and quilts handled by club members amounted to \$23,601. These figures do not include the value of garments or dress forms made, garments dyed, cleaned or made over, novelties made, food prepared, hot lunches installed, poultry products or flowers. The County Home Demonstration Agent and Assistant in charge of Girls' Club work have the highest praise for the interest and co-operation of the women and girls of the County.

While the work of the County Home Demonstration Agent's Department is principally among the women and girls of the rural districts, hundreds of Dallas women have taken advantage of the services of the department.

Dallas Entertains 115 Conventions

ITH 115 conventions entertained during 1922, bringing 50,000 visitors who spent approximately \$1,250,000 in the city, Dallas has experienced its greatest convention year. These figures do not take into consideration the vast crowds of visitors at the State Fair.

A large number of conventions for 1923 have already been secured by the Convention Department, including the Texas Bankers, Texas Lumbermen, Texas Knight Templars, Texas I.O.O.F., Texas Ginners, Texas Jewelers, Southwestern Ice Manufacturers, and National Industrial Traffic League. The Department is actively in touch with several other large national organizations with a view to securing their 1923 or 1924 meetings.

The Department assisted in the organization of the Dallas Hotel Men's Association, which is rendering valuable service in securing conventions. The Department has issued two leaflets for distribution at conventions outside of Dallas. Conventions not only bring new money into Dallas trade channels, but what is far more important, they bring visitors who cannot fail to be impressed by our splendid city. Due to lack of funds, the Department has been somewhat handicapped in going after and assisting in handling conventions, a matter that should be seriously considered the coming year.

OPERATING STATEMENT, DALLAS CHAMBER OF COMMERCE, FOR YEAR 1922 (Month of December Estimated)

RECEIPTS—	
Membership Dues and Budget Subscriptions.....	\$96,642
Miscellaneous	1,811
New Building Fund	12,584
Rent, 4th and 5th floors, Chamber Building.....	1,755
Total Actual Receipts	\$112,792
Dues Receivable	8,858
Total Receipts	\$121,650
EXPENSES—	
Administrative and General Office	\$19,106
Service Department (Membership and Finance)	5,988
Field Representative	2,660
New Industries	5,101
Manufacturers	3,826
Wholesalers	3,468
Retailers	3,499
Conventions	3,400
Agriculture	5,477
Transportation	12,552
Research and Publicity (Including Magazine "Dallas").....	6,226
Junior Chamber	2,000
Committee and Special Expenses	4,700
Maintenance of Quarters	7,977
1921 Accounts	8,000
Total Operating Expenses	\$ 93,980
Payments on Chamber Building (including interest).....	22,000
Remodelling interior building	4,670
Total Expenses	\$120,650
PERMANENT ASSETS—	
Equity in Chamber Building	\$ 22,670
Furniture and Fixtures	7,000
Love Field Industrial District (common stock).....	21,622

Note: This statement does not include special funds such as the Spring Trade Trip, Manufacturers State Fair Exhibit, Wholesalers' Advertising and Style Show Funds, etc., which were entirely financed by those who participated.

A complete audit of the Chamber's books was made June 30, 1922, and will be repeated December 31, 1922.

Helping Dallas Exporters



OUR Foreign Trade Department has been of assistance to a number of members now doing an export business or who are making plans to go into the foreign markets. As the manufacturing industry grows here, this Department will become increasingly important. In 1921 this Department was designated a Co-operative Office of the Department of Commerce at Washington and receives and handles regularly reports on conditions in the foreign markets. Trade lists are also received from time to time and are placed in the hands of interested local concerns.

The Department maintains a Spanish translation department for the use of Chamber members, which handled several hundred letters the past year. In a similar manner the Department furnishes an interpreter for Mexican buyers who may come to Dallas to place orders for merchandise. It also looks after the entertainment of prominent business men or Government officials from Mexico, and aids in cementing further the good will between Dallas and the Mexican people. In this connection the Chamber sent a delegation to the joint meeting of Chambers of Commerce of Texas and Mexico at Laredo.

Chamber Adds 494 Members

THE Service Department, charged with the responsibility of handling membership activities, secured 494 members during the year, April with 147 and November with 59 being the record months. The Department has undertaken the task of bringing the membership to 4,000 by 1924. This means that something more than 1,000 will have to be gained this coming year.

In accomplishing this undertaking, the Department will need the assistance of the entire present membership and every member will be called on, at some time during the year, to assist in adding some firm or individual to our ranks who is eligible and ought to be helping the present loyal members in supporting the organization.

The Service Department held a series of noon luncheons during the year and is planning similar activities for 1923. It is expected that several speakers of national prominence will be brought to Dallas to address these luncheons. This Department is maintained for the express purpose of giving service to members and welcomes at all times requests for such service, of any nature whatsoever.

"Martha, when I looked over my accounts last night I nearly died. Our automobile is costing us much more than we can afford."

"Oh, that's easily fixed, Henry. Just stop keeping an account."

New Chamber Emblem

ON the front cover of this issue is a reproduction of the new membership emblem which will be ready for distribution January 1, to all members in good standing on that date. This emblem is six inches in diameter, blue background with white lettering, and is of the decalcomanie transparent type, such as is used by the Rotary Club, Kiwanis Club and similar organizations.

All Chamber members will be asked to display this emblem of membership prominently in their places of business—on show windows, office doors, glass tops of office desks, or wherever there is a transparent glass surface on which it can be permanently fixed and where visitors will see it.

The simple two-word slogan, "For Dallas," was chosen because it forcefully expresses the purpose for which the Chamber of Commerce stands—an organization of individuals and business institutions, interested in the future of Dallas and joining hands, through the Chamber, in undertaking a wide range of activities for the purpose of making Dallas one of the great business centers of the country and a better, more attractive city in which to live and do business.

In the future, the place of business that is not supporting the Chamber and consequently cannot display this emblem of membership will likely be kept busy explaining why it is not co-operating with the large majority of progressive business concerns that are now working for Dallas through this organization.

Dallas National Poultry Show to Be Held Dec. 15-19

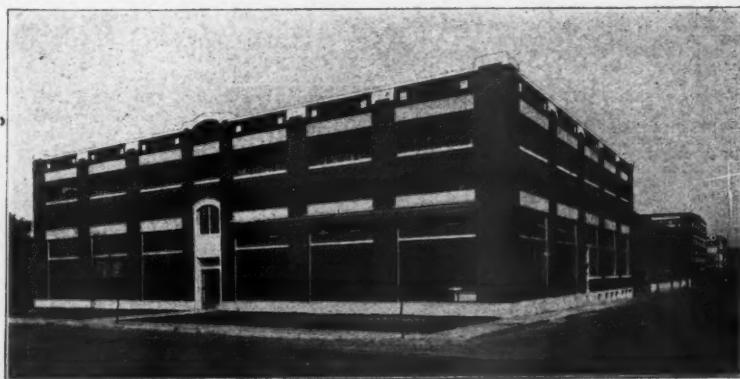
DALLAS will be still more firmly entrenched as a center for high-class poultry exhibits with the holding of the first annual Dallas National Poultry Show, Dec. 15 to 19. This was organized by and will be held under the auspices of the Dallas County Poultry Association. It will be free to the public. Roy McDonald is secretary and A. W. Becker is treasurer. I. T. Dabney will be superintendent. Judges will be Frank Buck, Oklahoma City; W. C. Tallant, Edmund, Oklahoma; W. A. Dunn, Chandler, Texas; H. B. Landsen, Little Rock, Arkansas, and C. P. Van Winkle, Dallas.

The show will be held in a downtown building to be announced later. Write or telephone for full information to Secretary Roy McDonald, Station A, Box 360, Dallas, telephone Cliff 1817. Headquarters for the show will be the Jefferson Hotel.

The Dallas National Poultry Show is a non-profit sharing organization and is based on principles of fair play that bespeak a wonderful future for it. The show will be the last opportunity this season for Southwestern breeders to show their birds before going into the breeding pen, and a winning at the show will be an honor worth while.

Dallas Healthiest City Week Nov. 18

Dallas, with only 20 deaths during the week ending Nov. 18, or a mortality rate of 6.1 per cent, was the healthiest city in the United States for that period, according to a report sent out of Washington by the Federal Department of Commerce.



One of Dallas' important acquisitions the past year was the Southwestern distributing branch for the N. O. Nelson Manufacturing Co., with headquarters at St. Louis. They are manufacturers of plumbing supplies, with factories in four Eastern cities. Herbert M. Greene Co. was the architect and the Munn Construction Co. the contractor on their new home here at McKinney, Lava and Broom streets. The structure has 56,380 square feet of floor space, and the foundation of the building is designed to support three additional floors. The total cost of the property and building is \$220,000. Charles G. Singleton is manager of the Dallas branch and territory, with Maurice Sowell assistant manager. Officers of the company are: L. D. Lawnin, President; A. B. Pierce, Vice-President and General Manager; J. A. Senkowsky, Treasurer; and W. H. Baker, Secretary. Mr. Singleton has bought a home in Highland Park and is highly enthusiastic over Dallas.

November Shows Record Number of New Concerns Locating Here



NOVEMBER proved to be the best month of the year in the matter of new businesses locating in Dallas. There follows a list of new concerns, as furnished by our New Industries Department, together with other news in this general field. The Chamber was directly responsible for the securing of some of these concerns, and to many others it furnished assistance in connection with their securing suitable locations.

Albert's Jewelry Shop, 1516 Main Street, is the name of a new retail jewelry store that has just been opened.

American Auto Parts Company of Dallas, 2020 North Lamar Street, was chartered November 13, \$10,000 capital stock; G. A. Riesenecker, M. Feldman and E. Levy, incorporators.

American Importing Company, 101 Exposition Avenue, has established factory to make "Sanipack" extra quality handkerchiefs. C. B. Jackson is president of the company.

American Iron & Metal Corporation, 2215 Latimer Street, has been granted Texas charter, \$50,000 capital stock; Herman Cohen, R. H. Nathan and M. W. Townsend, incorporators.

Aromatic Red Cedar Chest Company, formerly of New York, has established factory at 2009 Main Street for the manufacture of cedar chests, chiffoniers and wardrobe chests. F. Faerman is president and manager.

Beausais Typewriter Supply Company, of St. Louis, has established Southwestern distributing headquarters at 312 South Ervay Street, carrying complete line of typewriter supplies for Texas and adjoining States.

Cotton States Brokers' Association, merchandise brokers, have established offices at 201 Slaughter Building, with T. R. Martin, S. J. Rust and G. W. Mauldin associated in the company.

Dallas-Bedford Oil Company of Dallas has been granted Texas charter with \$40,000 authorized capital; W. A. Forster, A. R. Forster and John A. Phelan, incorporators.

Dallas Cotton Mills has filed an amendment to its Texas charter increasing its capital from \$275,000 to \$750,000, to take care of the company's growth and rapidly increasing volume of business. J. T. Howard is president of the company.

Dallas Cover-All Company, dealers in khaki hunting clothes and work clothing, has established offices and a storeroom at 1330½ Commerce Street; Louis Silverman, president and general manager.

Dallas Photographic Company is the name of a new commercial photography and kodak supply company just established at 1214½ Main Street. Clytus E. Holley and P. J. Salmon are associated in the company.

Day and Night Ford Service, Inc., 2511 Swiss Avenue, was granted Texas charter November 25, \$5,400 capital stock; A. H. Thomas, J. W. Jennings and D. M. Faulkner, incorporators.

Dimitri & Ninich Candy Company, Inc., was chartered November 9, under Texas laws, with \$15,000 capital stock; Martin Weiss, W. R. Goodwin and W. P. Donaldson, incorporators. The new company will operate the confectionery store at Stone and Elm Streets, operated for a number of years by Dimitri & Ninich.

Direct Service Company is the name of a new company of which W. T. Parks is manager, which will make Dallas a distributing point for food products, shipping into Dallas in car lots and redistributing from a warehouse here. Mr. Parks has temporary offices at the Waldorf Hotel.

Durant Corporation of New York, the securities division of the Durant Enterprises, has established Southwestern headquarters in Dallas, with offices at 206-7 Southland Life Building, in charge of E. J. Silvers, manager. O. M. Pinkley, State agent for the Durant car, also has offices at the same location.

Earl & Wilson, of Troy, New York, one of the largest manufacturers in the country of men's shirts and collars, have designated Dallas as distributing point for the Southwest and will open a large branch here within a few days, carrying complete stocks in Dallas for prompt shipment throughout the trade area. The company has leased the building at 1322-24 Commerce Street and is making extensive repairs. W. W. Bacon will be manager of this branch. Decision to establish the branch in Dallas was made after an intensive survey of the principal cities of the Southwest, made in person by E. H. Betts, president of the company, and Colonel G. R. Solomon, vice president.

Earl Motors, Inc., Jackson, Michigan, manufacturers of the Earl motor car, have established Southwestern division offices at 2120 Main Street, with O. O. Dice as division manager. Mr. Dice has supervision over the local agencies in Texas and adjoining States.

Electric Refrigeration Company, chartered November 22, \$10,000 capital stock; J. B. Goss, J. E. McDonald and W. B. Render, incorporators.

Fairchild Aerial Camera Corporation, of New York, has selected Dallas for a divisional office, with Horace D. Greenfield as manager. Mr. Greenfield has temporary offices at the Adolphus Hotel. The company plans to build up a permanent business in the Southwest, with Dallas as headquarters, doing aerial photographic work, mapping, etc.

Forest Lawn Company, chartered November 8, \$50,000 capital stock; E. E. Widner, W. R. Sparkman and L. B. Milam, incorporators.

Fuller Construction Company, chartered December 4, \$25,000 capital stock; J. G. Fuller, S. D. Mangum and O. F. Wencker, incorporators.

Gibraltar Battery Manufacturing Company, chartered December 2, \$5,000 capital stock, to manufacture automobile storage batteries; factory, 113 North Lancaster Avenue. Arthur Stevenson, J. M. Dean and R. E. Beard, incorporators.

Gulf Loan & Investment Company, incorporated under the laws of Delaware, was granted permit to do business in Texas on November 27; \$80,000 capital stock, G. E. Vleit, State agent, with Texas headquarters at Dallas.

Howard Jewelry & Loan Company, retail jewelry store at 1506 Elm Street, was granted Texas charter December 4, \$15,000 capital stock; Hyman Willinsky, Leo Harris and B. L. Davis, incorporators.

A. M. Lockett & Company, Ltd., New Orleans, contracting mechanical engineers, have established offices at 2001 Magnolia Building, Henry E. Chambers, Jr., manager. The company represents the Worthington Pump & Machinery Corporation, the Babcock and Wilcox Company, the Terry Steam Turbine Company, Gricom Russell Company and the Diamond Power Specialty Corporation for the sale of their lines of machinery and equipment.

Ly-Nola Company, chartered December 2, \$150,000 capital stock; W. J. Lyons, A. G. McAdams and S. A. Leake, incorporators; to manufacture Ly-Nola syrup to be used in bottling a new grape drink of that name. The Home Bottling Works, 2100 Runnels Street, will bottle the drink for the Dallas territory.

Mercantile Investment Company, chartered November 21, \$50,000 capital stock; John Hart, T. E. Jackson and W. H. Francis, incorporators.

Merlin Mitchell Realty Company, a new real estate firm, has established offices at 610 Scolard Building.

Monarch Radio Laboratories, manufacturers of complete radio sets and dealers in radio equipment, have opened offices at 1513½ Main Street. W. H. Fine is manager.

National Lead Battery Company, St. Paul, Minn., has established a Texas distributing branch at 2517 Elm Street, with Steve McDonnell as manager. The company manufactures standardized National batteries.

Newark Shoe Company has opened its third retail shoe store at 1304 Elm Street, in charge of A. E. Keele as manager.

New England Cafeteria Company, operating several cafeterias in Dallas, was granted a charter November 17, \$25,000 capital stock;

J. D. Kesner, G. W. Young and S. B. Ware, incorporators.

Noiseless Typewriter Company, Middletown, Conn., manufacturer of the Noiseless Typewriter, has established Texas offices at 219 Dallas County Bank Building, F. Pruter, manager.

Old Dominion Garment Company, of Lynchburg, Va., manufacturer of Blue Buckle brand work clothing, has designated Dallas as Texas distributing headquarters and has established an office at 804 Commerce Street, with C. F. Chambers as manager. The company will carry a complete stock in Dallas for the Southwestern trade.

Oriental Dyeing & Dry Cleaning Company, is the name of a new company organized by Otto Herold, Lang Wharton and others, that is installing modern equipment in the building on North Harwood Street, near McKinney Avenue, formerly occupied by Smith Ice Cream Company, for a large dyeing and dry cleaning establishment.

Parks Investment Company, chartered November 20, \$50,000 capital stock; B. R. Parks, B. R. Parks, Jr., and C. H. Read, incorporators.

Popular Amusement Company, erecting a new theatre at 1521 Elm Street, has amended its Texas charter increasing its capital from \$50,000 to \$125,000. L. S. Gohlman is president and L. A. Goodwin, vice president.

Rees-Russell Manufacturing Company, 3405 Grand Avenue, has opened plant for the manufacture of "Kant Steal" radiator caps. William Rees, Evan Rees and R. C. Russell are associated in the company.

Reliance Manufacturing Company, of Chicago, manufacturer of Western Made work shirts, has opened a sales office at 509 Dallas County Bank Building, to serve Texas and adjoining States. F. V. Knapp is manager. In addition to being the largest producers of work shirts in the country for the wholesale trade, the company makes the well known Honor Bright line of boys' blouses and shirts and children's play suits.

Remington Radio Corporation, Franklin, Mass., has opened branch at 1107 Commerce Street for the wholesale distribution in the Southwestern States of radio sets, parts and supplies. D. D. Cline is manager.

Rice & Hutchins St. Louis Shoe Company, of St. Louis, distributors of Rice & Hutchins shoes, have opened a sample room at 1003 Commerce Street, with C. G. Slade as manager.

Richardson Company of Texas was granted charter November 6, \$10,000 capital stock; L. A. Fry, district manager. The company handles roofing material and has an office at 808 Central State Bank Building.

Richland Pecan Corporation, chartered November 13, \$151,000 capital; J. M. Baldridge, J. A. Evans and G. M. Gibson incorporators.

Sartor Galleries, Inc., chartered October 31, \$10,000 capital stock; J. A. Sartor, C. J. Siemens and H. S. Hicks, incorporators. The company has opened an art gallery and store dealing in artists' supplies at 1905 Elm Street. Mr. Sartor is president and manager.

Scruggs Investment Company, chartered December 2, \$10,000 capital stock; G. R. Scruggs, S. B. Scruggs and R. B. Price, incorporators.

Security Builders, Inc., chartered November 25, \$100,000 capital stock; E. A. Smith, J. A. Batson and W. N. Linly, incorporators.

Southern Brokerage & Sales Company, chartered November 23, \$2,000 capital stock; C. R. McAdams, Jr., M. McAdams and R. T. Mendor, incorporators.

Southwest Battery Manufacturing Company, J. B. Thomas manager, has established plant on Cedar Springs Street, near North Harwood Street, in the building formerly occupied by the Filppen Automobile Company, for the manufacture of automobile and radio storage batteries.

Richard Spencer Art Service, commercial artists, have established an office and studio at 1312½ Commerce Street.

Standard Conveyor Company, St. Paul, Minn., has opened offices at 504 Insurance Building, with D. A. Candler as Southwestern District manager. The company handles conveying machinery, pneumatic tubes and package conveyors.

Steiner Oil Company, chartered November 6, \$20,000 capital stock; R. Hartman, R. L. Steiner and S. B. Raitman, incorporators; offices in Praetorian Building.

Texas Coffield Washer Company, Texas distributing branch of the Coffield Washer Company of Dayton, Ohio, has established an office and showroom at 206 South Akard Street, with J. R. Cutler as Southwestern district manager. The company will handle the distribution of the Coffield electric washer throughout the Southwest, opening sub-branches in the principal cities.

Texas Daily Press League has established an advertising bureau at 1109 Dallas County Bank Building, with S. W. Papert, formerly of Texarkana, as manager. The bureau represents a number of daily newspapers in North Texas, and will offer complete merchandising and advertising service for the territory cover-

ed by those papers to northern and eastern as well as Texas advertisers.

Texas Loan & Investment Company, incorporated at Wilmington, Del., was granted permit to do business in Texas on November 27, \$80,000 capital stock; G. E. Vleit, State agent; Texas headquarters in Dallas.

Texas Warehouse Company, recently organized by Gid Newman, D. C. Sanders, and others, has leased the building at 519 North Hawkins Street, formerly occupied by the Adkins-Polk Company, to engage in the general warehouse business. Mr. Newman is manager.

Torrington Company, Torrington, Conn., manufacturing electric sweepers, has designated Dallas as Southwestern distributing headquarters, with A. E. Scheffler as manager. Mr. Scheffler has opened an attractive display

room at 1211 Elm Street, in the retail shopping district.

Trans-Marine Corporation, Newark, N. J., a large steamship company that is establishing regular service between Port Arthur and New Jersey points, to handle freight from Texas points to the East, has announced its intention of establishing offices in Dallas in the near future.

The Tucker Company, Inc., 301 Republic Bank Building, was chartered November 25, with C. E. Tucker, G. M. Tucker and E. McKendrick as incorporators, to engage in the general merchandise brokerage business.

Webb Coupon Company, chartered November 21, \$1,000 capital stock; A. B. Webb, D. M. Johnston and J. D. Frank, incorporators; to engage in printing and publishing business.



"Dallas, Where Castles of Commerce Tower Skyward"

Phot. Courtesy I. T. A., Dallas

Dallas

Official Organ of the Chamber of Commerce, published monthly in the interests of Dallas

Z. E. BLACK, EDITOR

Vol. 1 December, 1922 No. 12

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SUBSCRIPTION \$1 A YEAR; 15c A COPY
ADVERTISING RATES ON APPLICATION

Entered as second-class mail matter Feb. 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879.

Member
Texas Chamber
of Commerce



Member
Chamber of
Commerce of
the United
States

Your Name and Address

We at all times endeavor to keep our mailing list corrected; however, this cannot be done in some instances without the help of our members. In case your mail from the Chamber is not correctly addressed, or in case you change your present address, if you will notify the Chamber promptly, either by phone or otherwise, it will help us materially in keeping our mailing list corrected.

Why Dallas May Expect Greater Prosperity the Coming Year

PROSPERITY of Dallas depends solely on the prosperity of its great trade territory, the wide reaches of the Southwest. While there will doubtless be some money shortage next spring and early summer before returns from next year's crops are available and while sane conservatism and careful planning are urged by business leaders, still the outlook for 1923 is far better than it was for 1922.

To begin with, there is a world-wide shortage of cotton, the Nation's leading export commodity and the Southwest's principal crop. Also for the first time in a number of years the new season will find the Southwest with practically no holdover cotton. For these reasons it would appear to be safe to expect good prices for our cotton next year. Furthermore, for the first time since the boll weevil became a serious menace, there has been concerted action on the part of our farmers in plowing up and turning under cotton stalks as soon as the cotton is picked and in cleaning out fence rows. It is generally agreed that this is the most important step in lessening the number and therefore the ravages of the boll weevil. Progress also has been made in devising mechanical means for killing the weevil.

Rains of Great Benefit

Rains of the past two months, which have covered practically all the Southwest, have put the soil in excellent condition for crops. Throughout West Texas and the Panhandle the rains came at the opportune time to bring up wheat and permit winter range for live stock. Though taking advantage of the Government's system of agricultural and live stock loans, inaugurated some two years ago, the portions of West Texas where the drouth of several years ago largely depleted the ranges have substantially recovered.

Mines in Arizona and New Mexico are re-opening. Railroads are overcoming their labor difficulties which proved such a handicap the past year and are entering upon one of the greatest improvement programs in the history of the Southwest. The next big development in the Southwest will be the manufacturing era. Dallas ranks 15th among cities of the Nation as a jobbing center but only 100th in manufacturing. Texas leads the Nation as a producer of raw materials but its rank in manufacturing is low. The Southwest is annually sending millions of dollars to the North for goods that should be made here. More factories came this year than last year and Dallas has reason to believe that 1923 will show a continued increase. These factories will bring more payrolls, offer higher market for raw materials and increase our prosperity in general.

Southwest's Credit Good

Higher prices for agricultural and live stock products which have maintained the past year have put the Southwest in good condition financially. The cotton crop, including cotton seed, brought to Texas alone about \$450,000,000, and within overnight travel of Dallas more than one-half of the Nation's oil is produced. During the fiscal year ending October 18, 1922, the indebtedness of member banks to the Dallas Federal Reserve Bank was reduced 70 per cent. This necessarily means that individuals have reduced their indebtedness to their respective banks on a somewhat similar scale. The Southwest faces the new year on a more sound financial basis than it could claim since before the war. The credit of the district is good. This means that money should be easier than in 1922. Easy money means a continuation of our big construction program and funds for worthy new enterprises.

To sum up then, with our credit good, with excellent prospects for agricultural and live stock production, with every reason to believe that the prices for these will be satisfactory, with increased industrial activity in sight, and with firm-founded confidence and optimism—those chief business stimulants—the Southwest has good reason to anticipate that 1923 will be the best year it has seen since before the war.

Money Saved on Oil for Dallas Shippers

Dallas firms will save \$35,000 annually on shipments of linseed oil from Minneapolis as a result of recent action by carriers in withdrawing application for a heavy increase on drum and barrel shipments of this commodity here. It is estimated that 400 cars of linseed oil are shipped into Dallas annually. The Transportation Department of the Dallas Chamber of Commerce presented the side of the shippers before the Interstate Commerce Commission, resulting in the withdrawal of the application, and appreciation to the carriers is expressed by the Chamber of Commerce.

Magnolia Petroleum Company Increases Capital

The Magnolia Petroleum Company increased its capital stock from \$120,000,000 to \$180,000,000, at a special meeting of the stockholders in Galveston December 2nd. The Magnolia Petroleum Company, one of the strongest oil companies operating in the Southwest, has its headquarters here in its recently completed skyscraper, the Magnolia Building, tallest office building in the South.

Can't Your Concern Use One of These Skilled Ex-Service Men?

DALLAS owes a solemn duty to its ex-service men, the most important being the absorbing of these veterans in the commercial and industrial world. The Government foresaw this readjustment problem and under its Vocational Training system all possible care has been taken to place these veterans on an equal footing with men who stayed at home and were given the advantage in salary and experience. The veterans were trained and educated at Government expense, under careful supervision, and they offer equal or superior service as compared with other applicants.

The employers of Dallas and the Southwest assisted in the education and training of these veterans through the payment of taxes, and it is requested that they further assist these men by absorbing them in their business organizations. More than 700 men from Dallas alone are included in the list trained or being trained under the Veterans' Bureau for the Southwest, which has headquarters here. The training represents 415 professions or trades. About 125 men who have finished their training and are now available for employers represent the following classes:

Cotton buyer, florist, pastry cook, cabinet maker, barber, button cutter, cotton classer, timber cruiser, vulcanizer, traffic manager, rate clerk, bushelman, cleaner and presser, skilled poultry raiser, X-ray technician, welder, jewelryman, motion picture machine operator, typewriter repair man, powerhouse engineer, oil and gas engineer, electrical engineer, machinist, battery man, auto electrician, various types of salesmen, stenographers and clerical help.

To secure one of these men ask for Mr. Reinhart or Mr. Lucas, Employment Department, the Veterans' Bureau, 400 N. Akard Street, telephone X-7135.

These ex-service men beat the competition in the big war—they can beat the competition in your business. They don't want charity—all they want is OPPORTUNITY!

Makes the Office a Better Place To Work In

You'll Miss Typewriter Noise Like You
Miss a Headache.

The Noiseless Typewriter

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Retail and Wholesale Locations

Choice centrally located business properties and industrial sites for sale or lease, with satisfactory service—the kind of service one has a right to expect from a conservative State Banking institution and the only one in Dallas engaged in this business. Sixteen years' experience.

See Roy E. Smith, Business Sales.

See Horace P. Eller, Business Leases.

DALLAS TRUST & SAVINGS BANK

Capital \$1,000,000

MCCRIGHT CRANE CO.

503 SCOLLARD BUILDING

X-3533

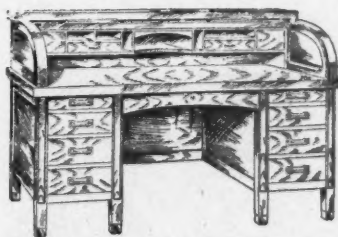
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Safes—Filing Cabinets—Book Cases

DESKS



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1521-23 Commerce St.

X-3957; X-7358

U. S. Chamber Officials Visit Dallas



THE Dallas Chamber of Commerce had the rare opportunity the past month of entertaining the directors of the Chamber of Commerce of the United States, who stopped over here on Nov. 20 enroute to Galveston where their annual meeting was held. Their coming was of extreme significance not only to the Southwest, as they are men of national prominence, but also to Dallas as the U. S. Chamber of Commerce is the medium through which the Dallas Chamber, as a member, functions nationally.

Entertainment here was featured by a luncheon at the Adolphus, which took the form of a general membership meeting of the Chamber. Julius H. Barnes of New York, president of the National Chamber, made the principal address, and addresses were also made by Elliott H. Goodwin of Washington, vice-president, and T. B. Stearns, Denver, a director. George Waverly Briggs made the address of welcome on behalf of the Dallas Chamber. During their stay the visitors were addressed informally by Nathan Adams, president of the Dallas Clearing House Association. Clarence E. Howard of St. Louis, a director and the founder of the Junior Chamber of Commerce in the United States, spoke before the Dallas Junior Chamber, and Fred P. Mann, of Devil's Lake, N. D., spoke on "Brass Tacks in the Retail Business" before 125 Dallas retailers.

Ladies in the party were entertained at Dallas Country Club. All visitors were given an automobile tour of the city and some of the visiting directors took advantage of the Dallas Country Club's excellent golf course.

Personnel of Party

IN the party of visitors were Julius H. Barnes, president of the United States Chamber of Commerce, and his wife; Harry A. Wheeler, vice-presi-

dent of the Union Trust Co., Chicago, Ill., member of the senior council, accompanied by his wife; William Butterworth, president of Deere & Co., Moline, Ill.; L. S. Gillette, president of the Plymouth Investment Company, Minneapolis, Minn., honorary vice-president; Thomas B. Stearnes, president of the Stearnes-Roger Manufacturing Company, Denver, Colo., and his daughter; Elliott H. Goodwin, resident vice-president of the Chamber, Washington, D. C.; D. A. Skinner, secretary, Washington, D. C.; John M. Crawford, president Parkersburg Rig and Reel Company, Parkersburg, W. Va.; William J. Dean, president Nicols, Dean & Gregg, St. Paul, Minn.; Chas. C. George, president George & Co., Omaha, Neb.; Edwin C. Gibbs, Cincinnati, Ohio; William T. Hincks, Hincks Bros. & Co., Bridgeport, Conn., and his wife; Clarence H. Howard, president Commonwealth Steel Company, St. Louis, Mo., and his wife; Fred P. Mann of Mann's Department Store, Devil's Lake, N. D.; Felix M. McWhirter, president People's State Bank, Indianapolis, Ind.; Lewis E. Pierson, chairman of the board of the Irving National Bank, New York; A. C. Pearson, treasurer United Publishers' Corporation, New York; J. H. Ross, president Exchange Supply Company, Tampa, Fla.; Alvan T. Simonds, president Simonds Manufacturing Company, Fitchburg, Mass., and his wife; Henry M. Victor, president Union National Bank, Charlotte, N. C., and Adolph Boldt, field secretary of St. Louis, accompanied by his wife; Harry A. Black, president of the Black Hardware Company of Galveston, one of the vice-presidents of the national organization, and wife, and Frank Kell, president of the Wichita Mill and Elevator Company of Wichita Falls.

"My good man, you had better take the trolley car home."


"Sh' no ushe! My wife wouldn't let me—hic—keep it in the house."

—Colgate Banter.

Animals for Zoo Here

The shipment of animals brought from India by Frank Buck for the Dallas Zoo arrived last month. The shipment cost \$6,000 and is approximately one-half of the collection Mr. Buck is to gather for the zoo. Addition of these animals will give Dallas one of the best equipped zoos in the Nation in a city of this size.

DESK CHAIRS



FILING CABINETS

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Dallas Leads in Listed Business Concerns

In the September book issued by the Bradstreet Company, Texas is shown to have 72,244 listed business concerns, with Dallas leading with 4,546, San Antonio, 4,056, Houston, 3,201, Fort Worth, 2,775. It should be made clear that only the more important concerns are listed, and some cities have a larger percentage of unlisted establishments than others. Also the comparison is hardly a fair index to Dallas' business, as Dallas is far ahead of other Texas cities in the number of Northern concerns with only sales agencies or representatives here, such concerns being listed at the location of their home office. Bradstreet's also shows that Dallas leads Atlanta, Ga., that city having 4,244 listed concerns in September. Memphis had 4,552 and New Orleans, twice as large as Dallas, 7,764.

Radio Programs Attract Attention to City

During the past month the Chamber of Commerce has received a large number of inquiries from people in various States who say their interest in Dallas has been aroused by hearing radio programs given here, and wish to know more about the city. The Chamber can foresee that the radio will be an important addition to the publicity mediums that may be used.

Bank Will Change Name and Increase Stock

Directors of the Dallas County State Bank voted last month to add a trust department, increase the capital stock from \$250,000 to \$500,000 and change the name of the institution to the Mercantile Bank & Trust Company. The action is subject to ratification by the stock-holders at their January meeting. The changes are made necessary by the steadily increasing growth of the institution, according to President R. L. Thornton. Deposits of the bank Oct. 15, 1918, were \$384,063 and on Oct. 15, 1922, they were \$3,217,124.

J. Haller was recently appointed manager of the Dallas Branch of the Go-Ro Water Heater Company, 1617 Bryan Street, and has assumed his new duties. He had been in Dallas but a few days when he applied for membership in the Chamber of Commerce. The company's home office and plant are in New Orleans.



Meet

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DALLAS MAILING CO.,
1320½ Commerce St.

Bat Nests and Spider Webs

- Have no business in the plants of home industries.
- Buy Home-Branded Products.
- Keep the Wheels Turning, and Everybody Employed.
- Buy at Home and Help Your City Grow.
- Prosper by Helping Your Neighbor Prosper.
- for every place that machinery is used.

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and REPAIR PARTS

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Briggs-Weaver Machinery Co.

For 25 Years "The House of Service"

Dallas, Texas

The Dallas Transfer Co.

Distribution and Warehousing

The Oldest Transfer and Warehouse Company in Dallas. We specialize in assembling Household Goods and Automobiles for shipment in carload lots, thereby saving you money and insuring safe handling.

Select your Warehouseman as you would your Banker.

We store and distribute Merchandise and Household Goods of all kinds.

We will appreciate your inquiries for our services.

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K. H. M. DANIEL

214 BROWDER ST. DALLAS

Building Permits Reach \$17,462,790

BUILDING permits for Dallas for the month ending Dec. 1 were \$1,415,222, bringing the total for the year to that date to \$17,462,790, or nearly \$2,500,000 ahead of any previous entire year in the city's history. This gives Dallas a construction record for the past 3 years and 11 months of approximately \$60,000,000, a figure seldom if ever equaled over a similar period by a city of Dallas' size.

Building permits for the past four years follow:

Year	Value
1919	\$14,295,520
1920	13,755,219
1921	15,000,206
1922 to Dec. 1	17,462,790

A remarkable feature this year is that construction is not slumping appreciably with the coming of winter. Quite a number of large permits are being held up until after Jan. 1, according to City Building Inspector D. C. McCord, who believes next year will show a construction record comparable with this year.

Steneleigh Court Contract Let

CONTRACT for the construction of Steneleigh Court, the \$1,100,000 apartment hotel to be erected on Maple Avenue at Wolfe Street, has been let to the Gilsonite Contracting Co., it is announced by Exall-Roberts Co., local representatives of G. L. Miller & Co. of Atlanta. Paul T. Arnold, secretary of G. L. Miller & Co., was here last month supervising the signing of the \$700,000 worth of bonds and completing other details of the loan made to the Efficiency Apartment Corporation, who will erect the hotel. J. E. Kennefick, president of the Efficiency Apartment Corporation, advises that he is endeavoring to make the apartment a made-in-Dallas product throughout. Among other features a radio receiving set will be operated in the building with loud speaker connections in each apartment, and a glass-enclosed swimming pool for the year-round use of the guests will be constructed.

The general excavation for the building is completed and caissons for the foundation are being prepared. Excavation work was done by Vilbig Bros. The construction will move rapidly, it is said, with a view to having the structure ready for occupancy by Sept. 15, 1923.

\$100,000 Wafer Plant

THE Consolidated Wafer Company of Texas will have a \$100,000 plant at 2220-22 S. Harwood St. with an annual capacity of 100,000,000 ice cream cones, according to L. D. Pape, manager. The deal was handled through Scott & Scott, whereby the Trinity Construction Company will erect the two-story brick building, 75x140 feet, for the wafer company. Considerable new equipment will be

added and the factory expects to be in its new quarters before next summer. The Chamber of Commerce co-operated in securing the Consolidated Wafer Company two years ago. So rapid has been its growth that it is now serving seven States, and in its new quarters its output will be trebled, making it the largest plant of its kind in the Southwest.

If the project of widening North Lamar Street from Elm to Pacific goes through, a large office building will probably be erected on the east side of Lamar on the property owned by the L. O. O'Connor estate, according to E. O. Tenison, trustee.

Erection of a skyscraper at the southwest corner of Main and Akard, on the site of the Andrews building, will take place in 1925 if conditions justify, according to the owner of the Andrews Building.

T. & P. Improvements

MORE than \$1,000,000 will be expended in Dallas on terminal improvements by the Texas & Pacific Railway during the coming year if proposed Federal charter amendments placed before Congress by Senator Morris Sheppard are carried through favorably. The present bond limit of the road has been reached, but if the amendments proposed are allowed, second mortgage bonds totaling \$25,000,000 will be converted into preferred stock and the amount of new bonds for improvements over the system will be about \$25,000,000, according to J. L. Lancaster, receiver.

Erection of a new church building will be started shortly by the Emanuel Lutheran Congregation at San Jacinto and Peak Streets.



Dallas' rapidly growing list of factories was augmented the past year by a branch of the Davis Manufacturing Co., with parent factory at Knoxville, Tenn., where it was organized in 1915 for the manufacture of "Tryme" flavoring extracts. The business of the plant in the Southwest has increased to \$500,000 a year, selling through the wholesale grocery jobber. In 1921 the company decided to establish branches in order to give better service to the trade and after careful investigation chose Dallas for the first branch, believing it the logical distributing point for the Southwest and also believing that the people of the Southwest would prefer to buy merchandise made in the territory, quality and price being equal. John J. Simmons erected the 3-story building at 221-3 Laws street for the company, containing 15,000 square feet. L. R. Whitson, architect, Inge Construction Co., contractors. Officers are: G. C. Davis, President; E. W. Thackston, Vice-President; S. E. Cleage, Treasurer; W. F. Ensor, Secretary. These manufacturing chemists recently distributed free 50,000 bottles of flavoring extracts to introduce them to Dallas housewives.

FINANCING DALLAS' FIRST APARTMENT HOTEL

*The
Stoneleigh
Court*



*To be erected at
Maple Ave. and
Wolf Street, Dallas*

THROUGH an issue of \$700,000 Miller First Mortgage Bonds, the Stoneleigh Court, Dallas' first apartment hotel, will be erected at Maple Avenue and Wolf Street. "Such an apartment building," the Dallas Chamber of Commerce writes us, "is a real necessity."

Funds to erect this splendid structure, containing 135 apartments, are being supplied by investors in Miller Bonds, who are to be found living in every State and in more than twenty foreign countries. No one of these investors ever lost a dollar of his money, or waited a day for interest due him, because every Miller bond issue is secured by a closed first mortgage on

valuable, income-earning property like the Stoneleigh Court.

We are gratified that Dallas has been added to the long list of thriving Southern cities which we have supplied with millions of dollars to finance new construction. To Dallas builders and property owners we are prepared to extend a service like that rendered to the Efficiency Apartment Corporation, (J. E. Kennefick, president), owner of the Stoneleigh Court Apartment Hotel. To Dallas investors we offer high-grade first mortgage bonds, secured by property of unquestioned value and earning power and paying 7 per cent interest, the prevailing rate in this section.

BUILDERS: Write for booklet, "The Miller Way"

INVESTORS: Ask us to send booklet, "Creating Good Investments"

G. L. MILLER & CO.
INCORPORATED

30 EAST 42nd STREET, NEW YORK
Atlanta, Ga. and Other Southern Cities

Dallas Representatives

EXALL-ROBERTS & CO.,

708 Insurance Building

Meet Our Many New Members Elected in November

Affiliated Tire Stores Corporation, 502 Insurance Building; George S. McGhee, president; operating chain of tire stores.

American Importing Company, Main and Exposition Ave.; C. B. Jackson, vice president and general manager; manufacturers of handkerchiefs.

P. J. Ariund, 1411½ South Ervay Street; manufacturers of household specialties and plating.

B. & J. Sales Company, 1001 Elm Street; Charles C. Jones, manager; salvage.

Bates Adjustment Company, 917 American Exchange Bank Building; C. P. Bruce, manager; fire insurance adjusters.

J. Allen Boyle Company, 601 Dallas County Bank Building; W. M. Dillard and J. Allen Boyle; architects and builders.

Askew Office Furniture Exchange, 310 North Akard Street; L. E. Askew, manager; new and used office furniture, cabinets, safes, etc.

Britling Cafeteria Co. of Texas, 1316-18 Commerce Street; L. S. Evans, manager; cafeteria.

John Caldwell Furniture Company, 2550-52 Elm Street; John H. Caldwell Jr., manager; furniture.

Coco Lime Syrup Co., 103 South Houston St.; Ben F. Barbour, president; manufacturers of extracts and syrups.

Concrete Engineering Company, 422 Interurban Building; Russell L. Jolly, manager; reinforcing materials.

J. Lee Costley, 805 Kirby Building; real estate and loans.

Crescent Auto Supply, 2006 Commerce Street; Earl P. Logan, proprietor; automobile supplies.

Mme. J. Daguet, 325 North Akard Street; millinery.

Dallas Furniture Company, 2011 Elm Street; D. Dreeben, president; retail furniture.

Dallas Mailing Company, 1320 Commerce St.; W. Reed May, manager; direct advertising-letter service.

Durant Corporation of New York, 206-7 Southland Life Building; E. J. Silvers, manager; Security Division of Durant Enterprises.

Dyke Motor Company, 2219 Commerce Street; W. A. Dunnahoo, manager; distributors of Case Automobiles.

Flournoy Lumber Company, 408-9 Republic Bank Building; R. Q. Flournoy, president; lumber and building materials.

Fuller Brush Company, 1008 Dallas County Bank Building; Victor A. Lundy, manager; brushes.

C. H. Gallrein, 1116 Dallas County Bank Building; railway supplies.

Go-Re Automatic Water Heater Company, 1617 Bryan Street; J. Haller, manager; automatic water heaters.

John Hoeny, 1909½ Elm Street, manufacturers' agent.

Holcomb & Hoke Manufacturing Co., 1304 Southwestern Life Building; E. S. Cassidy, Southwestern manager; manufacturers of bowling alley equipment, popcorn and peanut machines and other specialties.

International Derrick & Equipment Co., 209 Southland Life Building; F. W. Mohler, sales manager; steel derricks, including complete steel drilling rigs.

C. T. Jackson Realty Company, 1005 Kirby Building; C. Gordon Jackson, manager; real estate.

Jameson Film Company, 1709½ Elm Street; Hugh V. Jameson, manager; manufacturers of motion picture films and slides.

Jones Realty Company, 400 Republic Bank Building; Henry O. Jones, manager; real estate and oil properties.

W. E. Kline & Company, 109 North Houston Street; W. E. Kline, president and general manager; wholesale implements and supplies.

Walter S. Liebman, 810 American Exchange Bank Building, manufacturers' representative handling paper, paper bags, corrugated cartons and commercial envelopes.

A. M. Lockett & Company, Ltd., 2001 Magnolia Building; Henry E. Chambers, Jr., manager; contracting mechanical engineers and machinery sales.

MacDonald-Mason Management, 1211 Elm Street; Mrs. Harriet Bacon McDonald and Mrs. Wesley Porter Mason, local managers for grand opera and concerts.

R. C. McElree, Local Freight Agent, G. S. & S. F. Railway, Santa Fe local freight office.

Mason Tire & Rubber Company of New York, Inc., 2208 Commerce Street; E. G. Wise, manager; distributors of Mason tires and tubes.

Brook Mays & Company, 1005 Elm Street, Brook Mays, manager; pianos.

O. R. Meinholdt & Company, 825 Ann Avenue, E. Meyhoefer, manager; manufacturers of ice hooks, leather back pads, ice saws and ice picks.

Missouri State Life Insurance Company, 812-13 American Exchange Bank Building; Cullen B. Cooper, special agent; life, accident and health insurance.

Merlin Mitchell Realty Company, 610 Scollard Building; H. A. Louis and Merlin Mitchell; real estate.

Monarch Radio Laboratories, 1513½ Main Street; W. H. Fine, manager; manufacturers of radio sets.

Neece Automobile Company, 2210 Commerce Street; John P. Neece, manager; Wills St. Claire dealers and distributors.

George B. Nourse, 400 Gould Building, District Superintendent of Western Weighing and Inspection Bureau.

Old Dominion Garment Company, Inc., 804 Commerce Street; C. F. Chambers, manager; distributors of Blue Buckle work garments.

Pan American Life Insurance Company, 805 American Exchange Bank building; E. B. Bynum, general agent; insurance.

Porter Manufacturing Company, 1507 Caruth Street; R. C. Nelms, manager; leather goods and advertising novelties.

Producers' Milk Company, Inc., 4015 Commerce Street; R. L. Pou, general manager; pure milk and its products.

Railroad Building and Loan Association, 1203 Kirby building; J. C. Gilbert, secretary-treasurer; building and loans.

Rees-Russell Manufacturing Company, 3405 Grand Avenue; William Rees, president; manufacturers of "Kant Steel" radiator caps.

Remington Radio Corporation, 1107 Commerce Street; D. D. Cline, manager; distributors of radio equipment.

Reyburn Manufacturing Company, 303 Interurban building; Horace T. Hamilton, manager; tags, labels, pin tickets and paper specialties.

Rice & Hutchins St. Louis Shoe Co., 1003 Commerce Street; E. G. Slade, manager; wholesale shoes.

Rigsbee Electric Company, 1809 Main Street; A. R. Rigsbee, manager; contractors and electrical supplies.

Safe-Cabinet Company, 704 Kirby Building; L. A. Kimble and O. B. Bohny; cabinet safes.

Sartor Galleries, Inc., 1905 Elm Street; J. O. Sartor, president; art gallery and artists' supplies.

Southern Fountain & Fixture Manufacturing Company, 1709-11 Young Street; E. C. Adleta, president; manufacturers of soda fountains, show cases and fixtures.

Southwest Radio Supply Company, 1812 Main Street; Porter T. Bennett, general manager; radio supplies and installation.

Superior Chevrolet Company, 2107 Commerce Street; Ray Shelton and W. M. Perry; Chevrolet sales and service.

Sweet Cap Company, 1108 Commerce Street; A. Sweet, president; manufacturers of men's and boys' caps.

Texas Coffield Washer Company, 206 South Akard Street; J. R. Cutler, manager; wholesale and retail electric washers.

2 in 1

TWO COMPANIES
Under One Management

Texas Employers' Insurance Association

(A Purely Mutual Institution)

Writes—

Workmen's Compensation
Insurance
At Cost

Employers' Casualty Company

(A Participating Stock Company)

Writes—

Automobile Public Liability
Automobile Property Damage
Automobile Fire and Theft
Employers' Liability
General Liability
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LOW NET COST INSURANCE

Coupled With the Best Claims
and Inspection Service Any-
where in the State.

HOMER R. MITCHELL
General Manager

Interurban Building
Dallas

2 in 1

Texas Custom Garment Company, 912 Elm Street; Mathew M. Fein, president; wholesale merchant tailoring.

Texas Daily Press League, 1109 Dallas County Bank building; S. W. Papert, manager; daily newspaper advertising.

Texas Shope Brick Company, 2516 Williams Street; E. K. Jones, manager; brick manufacturers.

Texas Warehouse Company, 519 North Hawkins Street; Gid Newman, manager; general warehousing.

Trinity Paper Mills, 620 Dallas County Bank building; J. Y. Webb, president; paper manufacturers.

Union Paper Products Company, Ltd., 815 Southland Life building; John P. Weeks, manager; corrugated box manufacturers.

Walk-Over Boot Shop, 1218 Elm Street; E. B. Miller, manager; retail ladies' and men's shoes.

White Electric Company, 1933 Commerce Street; A. A. Davis, manager; wholesale radio merchandise.

NEW BUDGET SUBSCRIBERS

THE following members have increased their subscriptions and have become new budget subscribers:

First Texas Chemical Company, 1814 North Lamar Street; J. S. Keene, secretary-treasurer; manufacturers of drugs and chemicals.

Texas Hosiery Mills, 1407 South Ervay Street; J. C. Dohson, president and manager; manufacturers of hosiery.

A. Zeese Engraving Company, Main and Market Streets; Tom P. Thornton, president; engravers, electrotypers, compositors.

American Body Company, 2802 Williams Street; A. A. Ritcheson, president; manufacturers of commercial bodies.

Adam H. Davidson, 1310 Magnolia building; loans and investments.

Lawson Rubber & Manufacturing Company, Zang's Boulevard and Bishop Avenue; J. R. Lawson, president; manufacturers of vulcanizing boots, patches, etc.

Acme Screen Company, 915 South Peak Street; C. D. Agee, president and general manager; manufacturers of screens.

Dal-Tex Coffee Company, 2925 Flora Street; Alex Geisenberger, president; coffee roasters.

Metzger Bros., 5210 Holmes Street; Carl and David Metzger, proprietors; sanitary jersey dairy.

Texas Boiler Works, 3214 Hickory Street; Hubert H. Sharp, vice president and general manager; boiler and tank manufacturers, repairers and erectors.

The following new members have joined the Chamber as budget subscribers:

Edwards Wheel and Body Works Inc., 3900 East Side Avenue; Fred L. Edwards, president; manufacturers of commercial bodies.

Oak Cliff Broom Factory, Aviation Repair Depot, Love Field; C. H. Chatten, president and general manager; broom manufacturers.

Electric Express & Baggage Company, Market and Young Streets; Louis T. Horner, president and general manager.

National Casket Company, 1601 South Lamar Street; B. A. Evans, manager; casket manufacturers.

Armstrong Packing Company, West end of Alma Street; Edgar L. Flippen, president; beef and pork packers, soap manufacturers, cotton seed and peanut oil refiners.

C. T. Lynn & Co.

ACCOUNTANTS AND AUDITORS

4528 ASH LANE, DALLAS, TEXAS
Telephone H-8618

Audits—Systems—

INCOME TAX

Adjustments

The Unmatchable Convenience of Natural Gas Service

It

Brings leisure and independence to the housewife.

Conserves strength and health.

Relieves the business man of worries in providing fuel at his plant.

Is the convenient fuel in the home, the store or the power plant.

THE DALLAS GAS COMPANY



New Business enterprises that expect to grow, as well as old institutions that want to keep growing, find the services of this organization highly valuable in the planning and execution of sales and advertising campaigns.

*Merchandising Service, Sales Ideas, Copy
Writing, Illustrating, Printing, and Mail-
ing, all under one roof.*

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*"Everything in Advertising Literature and Printing from the
Idea to the Finished Product."*

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INSURANCE IN ALL ITS BRANCHES
203 Sumpter Bldg.
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Y6348

For Baggage and Taxicab Service
Call the

BONDED TRANSFER CO.

X or Y 1707

Union Terminal Authorized Agent



Population of 215,498 Is Shown by Directory



DIRECTORY Dallas now has a population of 215,498, according to the City Directory just issued by the John F. Worley Directory Company. This is an increase of 14,410 or 6 per cent over the 1921 directory issued by the company. The figures are arrived at by using the multiple of two on individual names listed in the directory to account for all children under 17 years and married women living at home who are not engaged in any business. Such names are not listed in the directory. It is the same basis of computation that the company has used here since 1910.

The territory embraced by the directory is no greater than that embraced by the directory last year. This territory includes sections that, while not in the incorporated limits of 23 square miles, are parts of the city as far as business and social life are concerned. Including these suburbs, as explained above, it is believed Dallas is the largest city in the Southwest—in fact the largest city west of the Mississippi River at its junction with the Missouri at Kansas City, with the exception of Los Angeles, San Francisco and Oakland alone.

Building permits and new water, light, sewer and telephone connections bear out this estimate of increased growth. Permits for 2,778 new residences were granted last year. Allowing 5 people to a family, this would mean that 13,890 people moved into new homes last year, and residence construction this year has been on a somewhat similar scale.

The following table shows the steady growth of Dallas in population, the figures up to 1910 being from the Federal census and representing only the city limits and from 1910 to 1922 being from Worley's City Directory and representing the incorporated limits and adjoining suburbs:

1870	2,960
1880	10,358
1890	38,067
1900	42,638
1910	100,000
1911	100,560
1912	105,913
1913	116,834
1914	130,516
1915	130,526
1916	135,000
1917	150,720
1918	152,780
1919	167,584
1920	189,244
1921	201,088
1922	215,498

Work started last month on the Richmond Freeman Memorial Building of the First Presbyterian Church clinic at Maple Avenue and Wellborn Street. The building will cost \$60,000 complete.

Splendid Art Exhibit Well Attended

The third annual exhibition of the Dallas Art Association, embracing a collection of famous all-American paintings almost wholly different from any collection ever before shown in Dallas, received generous patronage for the entire two weeks last month, showing Dallas is developing into an appreciative art center. The exhibit was collected by Robert W. Macbeth of the Macbeth Galleries, New York, and he was honored with a reception. Mrs. George K. Meyer is president of the association. Worth of paintings on display was \$2,000,000, it is said.

Dallas School of Social Work

The eighth season of the Dallas School of Social Work opened on Tuesday, November 7. Two study courses are conducted, the one on Tuesdays being related to Applied Psychology and to the Family and the course on Thursdays having as its subject matter Child Care and Preparation for Life. The study classes are held from 3:45 p. m. to 5:00 p. m. on their respective days and the daily subjects are discussed by able speakers, following which there is a most active round-table discussion. All sessions are held in the study of the Civic Federation of Dallas, 416 Dallas County Bank Building. Registration may yet be made with Miss Gaynell Hawkins at that address or phone Y-4535.

Profit on State Fair Was \$23,978

The 1922 State Fair of Texas showed a total profit of \$23,978, according to the report submitted to the directors last month. It was decided that the 1923 State Fair will run 16 days instead of 10 days as was the case this year.

Firm Has 40th Birthday

Will A. Watkin Co. celebrated in November its fortieth anniversary with a complimentary concert at the City Temple by Daisy Jean, Belgian 'cellist. Thousands of Dallas homes and others in North Texas have been gladdened by musical goods from this house in the past forty years.

M. Murphy

Insurance of Every Kind

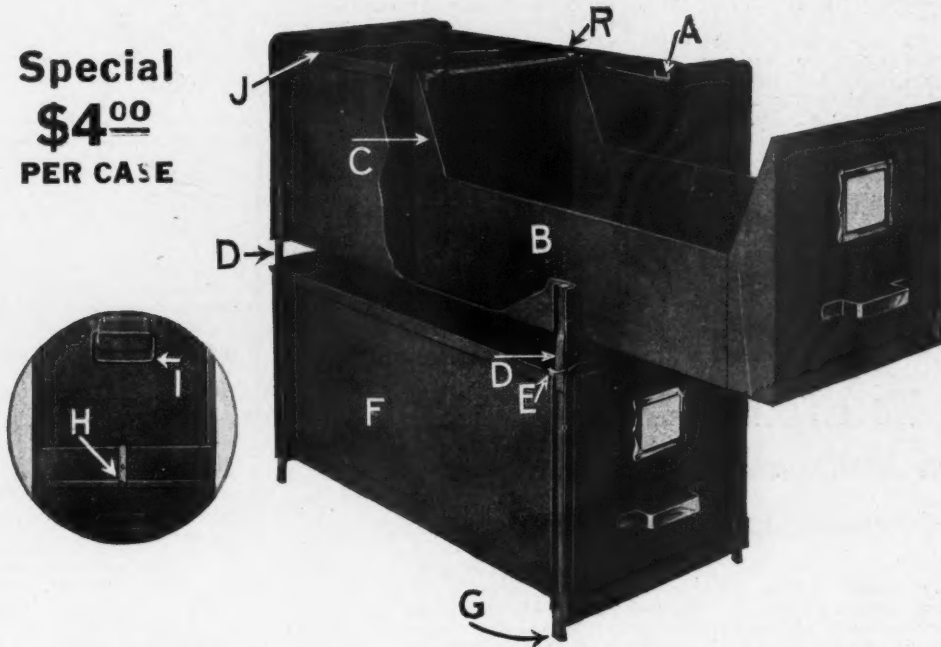
S. W. Life Bldg.

(B)
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GUARANTEED TRANSFER CASE

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BERLOY

Special
\$4⁰⁰
PER CASE



NEW BERLOY FOUR ROLLER

UPPER CASE IS RAISED TO SHOW HOW LEGS ARE SLIPPED INTO CHANNELS OF LOWER CASE. EXTRA CHARGE FOR ROLLERS

A—Heavy channel steel frame, front and rear. B—Low sides for convenient filing. C—High back to keep out dust. D—Solid bar legs. E—Connecting links lock units horizontally. F—Solid sides to keep out dust. G—Sanitary base. H—Hook fastener in rear locks units vertically. I—Handle on back for convenient carrying of drawer. J—Reinforced top and sides. R—Roller.

NOTE: Our \$4.00 price is for our commercial grade transfer case, which in appearance and construction is the same as the case illustrated above, except that they have label holders punched out of the drawer head and are not regularly fitted with rollers.

We carry a complete stock of Transfer cases—Letter size—Cap size—Ledger size—and Bill size—with optional features such as vertical compressors and round rods.

We carry the largest stock in the State of Texas, consisting of a complete line of four drawer letter files, Document files, Safety Deposit boxes, Note cases, Stenographer cases and Card cases, finished in neutral olive green, mahogany and oak.

(B)
BERLOY

The Berger Mfg. Co.

PHONE Y-6618

DALLAS, TEXAS

(B)
BERLOY

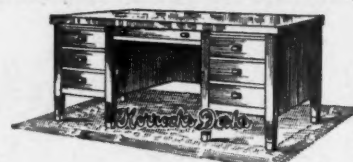
Record Crowd at Luncheon of Manufacturers

THE biggest crowd ever attending a meeting of the manufacturers' division of the Chamber of Commerce was served Dallas-made foods and given Dallas-made products at the membership meeting of the Chamber Nov. 17. This was the first membership luncheon handled by the manufacturers since last summer. Dr. William M. Anderson, Jr. was the principal speaker. A feature of the meeting was the formal presentation of a large silk American flag to the Chamber of Commerce by the Housewives Chamber of Commerce. The flag was made by Mrs. J. N. Griswold, who read a poem she had composed appropriate to the occasion. Mrs. M. S. Bannon, in presenting the flag, said it was given in memory of Dallas' soldier dead. President Frank M. Smith, who presided at the meeting, accepted the flag on behalf of the Chamber.

The Junior Ballroom of the Adolphus, where the luncheon was held, was crowded to overflowing, hundreds being unable to gain admission. Housewives of Dallas comprised a large percentage of the audience.

Helping the Chamber Advertise Dallas

On the back page of the four-page quotation blank that is used by the Dallas Transfer Company in mailing to prospective customers in the North is concise information regarding Dallas. The entire page is devoted to the data. Such enterprise means valuable co-operation with the Chamber of Commerce in advertising Dallas. While it is quite possible that other Dallas transfer and storage companies follow a somewhat similar plan, the leaflet of the Dallas Transfer Company is the only one that has happened to reach the Chamber, and we pass on the information as a city-building suggestion.



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Vance K. Miller Co.
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Adolphus Auto Rent Co.
Phone X 6111
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J. R. Bower, Pres.
S. D. Ray, Mgr.

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MANETT, SEASTRUNK & BUCKNER
ELECTRICAL CONTRACTORS
"25 Years Wiring Buildings in Texas"
DALLAS, TEXAS

THINGS MEN LIE ABOUT

Maybe George Washington didn't and maybe he did, but there are certain things that all men lie about, without exception. For example, all men lie about—

- The population of their towns.
- The time they have been waiting for a phone number.
- Miles on a gallon.
- Length of a fish.
- Speed of their car (a) to an officer; (b) to a friend.
- How hard they work (a) to a friend; (b) to the boss.
- Value of property (a) when insured; (b) when taxed.

Steam Railroad Freight and Passenger Representatives Located in Dallas

FOLLOWING is a list of the freight and passenger traffic offices of steam railroads entering Dallas, together with similar data for the 31 foreign railroads represented with offices here. The list shows in the order given: Railroad, address, name of representative, his title and the telephone number. It would perhaps be valuable to file this list for reference. The large number of off-line railroads with representatives here is a true index of the importance of Dallas as a tonnage center.

LINES ENTERING DALLAS

RAILROAD	ADDRESS	REPRESENTATIVE	TITLE	PHONE NO.
C. R. I. & G. Ry.	118 Field Street	Geo. B. Angell	DFA	X-3815
G. C. & S. F. Ry.	110 Field Street	C. S. Riley	DFA	Y-3541
H. & T. C.	116 Field Street	A. R. Atkinson	AGF&PA	Y-1789; X-2251
M. K. & T. Ry. of T.	112 Field Street	W. W. Brown	DFA	X-1401; Y-5623
St. L. S. F. & T. Ry.	605 Kirby Bldg.	C. O. Jackson	GA	X-5751
St. L. S. W. Ry.	808 1/2 Commerce St., Rm. 8	I. R. Mabee	DFA	X-7648; X-2965
T. & N. O. Ry.	116 Field Street	A. R. Atkinson	AGF&PA	Y-1789; X-2251
T. & P. Ry.	301 T. & P. Bldg.	J. M. Hartsfield	GA	X-1221; X-3102

FOREIGN LINE REPRESENTATION

RAILROAD	ADDRESS	REPRESENTATIVE	TITLE	PHONE NO.
R. & O. R. R.	707-8 S. W. Life Bldg.	F. G. Stebbins	DFA	X-1721
C. & A. Ry.	1123 Kirby Bldg.	Elbert Blair	SWFA	Y-3025
C. B. & Q. Ry.	701 Kirby Bldg.	Cal I. Rohwitz	GA	X-4922
C. & E. I. Ry.	210 Dallas Co. Bank Bldg.	N. C. Calvert	GA	X-5589
C. G. W. Ry.	511 Slaughter Bldg.	R. J. Sefton	GA	Y-2548
C. M. & St. P. Ry.	901 Magnolia Bldg.	J. M. Allen	GA	X-5291
Erie Railroad	801 Magnolia Bldg.	R. A. Miller	GA	X-7352
F. W. & D. C. Ry.	701 Kirby Bldg.	T. V. Murray, Jr.	GA	X-4922
Great Northern	1013 S. W. Life Bldg.	I. H. Turner	SWA	Y-3727
Gulf Coast Lines	622 Kirby Bldg.	C. N. Gray	GA	Y-4076
G. & S. I. Ry.	822 Kirby Bldg.	W. P. Withers	GA	X-1864
I. & G. N. Ry.	1210 S. W. Life Bldg.	Larue Nelson	DFA	X-1988
K. C. S. Ry.	609 Dallas Co. Bank Bldg.	G. H. Dougherty	GA	X-4928
K. O. & G. Ry.	1702 Magnolia Bldg.	H. D. Fry	GA	X-3950
I. & A. Ry.	511 Insurance Bldg.	E. B. Hickman	GA	X-5294
I. & N. Ry.	1106 Kirby Bldg.	E. H. Wigand	TFA	X-5273
L. R. & N. Ry.	1414 S. W. Life Bldg.	H. T. Lindsey	CA	X-6601
Ma'lory Line	710 S. W. Life Bldg.	W. Q. Hodgson	CA	Y-1742
Mississippi Cen.	511 Insurance Bldg.	E. B. Hickman	GA	X-5294
Mo. Pac. Ry.	902-3 Magnolia Bldg.	G. A. Deuel	GA	Y-4556
N. Y. C. Lines	1207-8 S. W. Life Bldg.	M. A. Greding	GA	X-6323
Northern Pacific	211 S. W. Life Bldg.	Chas. Sorg, Jr.	SWA	X-5004
Pennsylvania Lines	911 S. W. Life Bldg.	L. J. Warner	DFR	Y-3538
S. A. U. & G. Ry.	502 Slaughter Bldg.	Jos. P. O'Donnell	CA	X-5969
Southern Ry.	1304 Kirby Bldg.	G. F. Kay	CA	Y-1582
Superland Ry.	510 Dallas Co. Bank Bldg.	F. W. Wilson	CA	Y-4011
Texas Midland Ry.	617 Amer. Ex. Bank Bldg.	C. W. Redman	GA	Y-2627
T. St. L. & W. Ry.	817 Magnolia Bldg.	L. B. Gerner	GA	X-7361
Union Pacific	909 Magnolia Bldg.	Julian Nance	GA	Y-1778
V. S. & P. Ry.	703 Kirby Bldg.	J. E. Green	SWFA	X-6787
Wabash Ry.	1516 Magnolia Bldg.	C. M. Brown	GA	Y-3573

Attention Dallas Exporters

The Foreign Trade Department of the Chamber has the following revised and up-to-date trade lists that are available to all members who can make use of them:

Drygoods Importers and Dealers—Mexico.

Agricultural Implement Importers and Dealers—Mexico.

Hardware Importers and Dealers—Mexico.

Boots and Shoes, Importers and Dealers—Mexico.

Chemicals, Dyes and Extracts, Importers and Dealers—Mexico.

Cotton and Yarn Factories—Mexico.

Raw Cotton Importers—Mexico.

Drygoods and Textiles, Importers and Dealers—Panama.

Automotive Products, Importers and Dealers—Cuba.

Mines and Mining Companies—Cuba.

Sugar Mills—Cuba.

Sugar Mills—Mexico.

Clothing Importers and Dealers—Cuba.

Paper Importers and Dealers—Panama.

In addition to the above, the department is in position to provide special lists under any classification, for any country, upon request.

The Chamber has just received, thru the Department of Commerce, a complete list of the manufacturers and sole distributors of radio apparatus and parts in the United States. This list is available to any member who can make use of it.

Dallas Night Schools Issue Booklet

One of the best printed and most interesting pamphlets reaching the Chamber of Commerce is a 20-page brochure giving full information regarding the twentieth session of the Dallas Free Night Schools. Most appropriately the cover shows a view of Dallas by night. The pamphlet was printed at the Dallas High Schools print shop. J. O. Mahoney is director of the Dallas Public Night Schools, and his telephones are Y-6945 and Y-4047. The schools are a part of the Dallas Public School system, of which Dr. J. F. Kimball is superintendent. Night schools for whites are located at the Bryan High and Lamar Elementary Schools, the Mexican Settlement House, 1204 McKinney Avenue, and the Neighborhood House, 2221 N. Harwood. Night schools for negroes are at the Colored High School, Ninth Ward School and Wheatley School. During the past year 4147 men and women enrolled in the night schools, with 2953 of these above 21 years of age.

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ART WORK, ETCHINGS, HALF TONES, BEN DRY CUTS,
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Are You Coming to Dallas?

With the largest force of trained men in their respective lines in the city, specializing in City Real Estate in all its branches, we are specially equipped to render valuable service to the new citizen of Dallas.

We have located many of the larger as well as smaller business houses moving to Dallas, and will refer you to them as our best references for

"Dependable Real Estate Service"

Rucker & Jones

REALTORS

Adolphus Annex

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Factory Direct to You

"DEPENDABLE QUALITY PAINTS FOR EVERY
PURPOSE—A CAN OR A CARLOAD"

Manufactured in our own Factory, equipped with highest type mills, under careful, expert supervision. Our Paints meet the most exacting industrial and railroad tests. **THEY STAND UP.** Your inquiries and orders will receive prompt and courteous attention.

AMERICAN PAINT & SUPPLY CO.

Manufacturers of Paints

Factory and Office—DALLAS, TEXAS

C. H. SEABROOK, Vice-President

DALLAS SCHOOL OF COMMERCE

Southern Methodist University

Announces the second term beginning January 1, 1923.

These new courses will be offered evenings at the Chamber of Commerce:

Casualty Insurance
Advertising Design
Retail Merchandising
Personnel Management
Real Estate Practice

The following courses will be continued from the first term:

Accounting
Life Insurance
Business Law
Salesmanship
Economics

For information, address the Secretary.

DALLAS SCHOOL OF COMMERCE
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A Convenient Bank

Open daily, 9 a. m. to 3 p. m.

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THE REPUBLIC NATIONAL BANK

Capital	Surplus
\$1,000,000.00	\$125,000.00

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Coming Conventions Listed

During November, two conventions of prominence—a regional and a national—were, through the efforts of our convention bureau, induced to hold their 1923 meeting in Dallas. These were the Southwestern Ice Manufacturers Association and the National Industrial Traffic League. Both conventions will bring many prominent men to Dallas.

If any Dallas citizens are particularly interested in bringing any convention to Dallas, they are to get in touch with Sam Fowlkes, Manager of the Convention Department of the Chamber. Assistance will be given in securing the convention and in making its sessions pleasant, and highly successful.

Conventions Scheduled

Herewith is a partial list of conventions so far scheduled for Dallas during 1923:

DECEMBER, 1922

Texas Laundry Owners' Association, December 11-16, Tom Leachman, Dallas, Pres.; W. A. Johnson, 25th and Ave. F. Galveston, Sec'y.
North Texas Medical Association, Dec. 12-13, Dr. W. S. Horn, Harris Sanitarium, Fort Worth, Sec'y.; Dr. J. J. Terrell, Timberlawn Sanitarium, Dallas, Pres.

JANUARY, 1923

Texas Hardware & Implement Association, January 23-25; A. M. Cox, 822 Dallas County Bank Bldg., Sec'y.

Texas Jersey Cattle Club, Prof. Emmett Brown, Cleburne High School, Cleburne, Sec'y.

MARCH, 1923

Texas Independent Telephone Association, L. S. Gardner, Texas Telephone Co., Waco, Sec'y.; J. A. Stratton, Kellogg S. & S. Co., Dallas, Director; C. Echols, Elec. Appliance Co., Dallas, Director.
Rebekah State Assembly, March 19; Mrs. A. Bedell, 4718 East Side Ave., Dallas, Sec'y.
Grand Lodge, I. O. O. F. of Texas, March 19; Mr. E. Q. Vestal, 312 North Texas Bldg., Dallas, Sec'y.

APRIL, 1923

Texas Cotton Ginners' Association, C. B. Hunt, Abilene, Sec'y.; Dallas office, 3115 Commerce St.
National Industrial Traffic League; J. H. Beek, Sec'y., 111 W. Washington St., Chicago; A. H. Reed, Manager, Transportation Department, Dallas Chamber of Commerce, local member.

State Federation of Labor; Robert McFarley, Box 417, Temple, Sec'y.

State Council of Carpenters (Meets in connection with State Federation of Labor).

State Conference of Painters. (Meets in connection with State Fed. of Labor).

Allied Printing Trade Conference, C. W. Fiater, 2614 Travels Ave., Fort Worth. (Meets in connection with S. F. of L.).

Master Sheet Metal Contractors of Texas, J. O. Walsh, 1216 Commerce St., San Antonio, Texas. (Meets in connection with S. F. of L.).

Grand Commandery Knights Templar of Texas, April 4, J. D. Kidd, 211 Fannin St., Houston, Sec'y.

Texas Lumbermen's Association, Jack Dionne, Houston, Sec'y., April 12-14.

MAY, 1923

Texas Investment Bankers Association, May 15-17, S. R. Fuller, Austin, Sec'y.; W. G. Breg, Dallas, Pres.

Texas Retail Jewelers Association, Marcus Baerwald, 1213 Main St., Dallas, Sec'y.

Texas Music Dealers Association, Will A. Watkins, 1207 Elm St., Dallas, Sec'y.

Texas Bankers Association, May 15-17, W. A. Pailpott, Jr., Kirby Bldg., Dallas, Sec'y.

JUNE, 1923

Tax Collectors, District and County Clerks, John H. Lowery, Court House, Dallas, local member.

JULY, 1923

Sacred Harp Singers of Texas, Mrs. J. T. Walton, Worth St., Dallas, Sec'y.

Lutherans' Lone Star Walther League, E. F. Wilkening, Austin, Texas, Pres.

OCTOBER, 1923

State Fair of Texas, W. H. Stratton, Sec'y.

NOVEMBER, 1923

Southwestern Ice Manufacturers Association; J. Mitchell, Temple Ice & Ref. Co., Temple, Texas, Sec'y.

DECEMBER, 1923

Delta Sigma Phi Fraternity, Dec. 29-31, A. W. Defenderler, 24 Wyatt Bldg., Washington, D. C., Sec'y.

Dallas Chili Served

At the meeting of the National Industrial Traffic League held in New York this month, Albert L. Reed, Traffic Manager and Sam Fowlkes, Convention Manager of our organization were present and provided a real "TEXAS TREAT" for the delegates by serving Dallas-made chili provided through the courtesy of J. A. Gage, President of the Thrift Committee of the Manufacturing Division of the Chamber of Commerce. This typical Texas dish made quite a favorable impression on many of the delegates who had never tasted it before.

Texas Commercial News Rapidly Growing

Remarkable progress is being made by the Texas Industrial News, published at Sugarland and styling itself a "Magazine of Commerce, Industry and Agriculture." Recently it was chosen as the official departmental publication of the West Texas Chamber of Commerce, and carries a department weekly of West Texas Chamber news, edited by Hamilton Wright. The magazine is now averaging 32 pages weekly and is profusely illustrated. It is featuring just now on its cover interesting natural scenes in Texas. The Dallas Chamber wishes to acknowledge with thanks the receipt of 200 complimentary copies of the magazine in which appeared a comprehensive write-up of the Southwestern Business Conference held at Dallas. The magazine has also carried in full some of the splendid addresses made at the Conference. Texas has indeed a strong mouthpiece in this publication.

Humphreys Company Declares Big Dividend

The board of directors of the Humphreys Oil Company, which has executive offices here, at a meeting last month declared a 75 per cent stock dividend, increasing the capital stock of the company \$6,423,000 to \$15,000,000. This was an addition to the usual 5 per cent quarterly cash dividend. Col. A. E. Humphreys, discoverer of the Mexia field and founder of the company, is president of the company.

Seeking a Location in Dallas?

Business and Industrial Properties

FOR SALE AND FOR LEASE

LAWRENCE MILLER

Member Dallas Real Estate Board

801 Great Southern Life Bldg.

Phone X-7675

School of Commerce News Items

THE first term of the Dallas School of Commerce closes the second week in December, with a recess until the first of January, when the second term begins. These new courses will be given during the second term: Personnel Management, Retail Merchandising, Real Estate Practice, Advertising design, Casualty Insurance.

The courses in Accounting, Economics, Life Insurance, Business Law, Salesmanship, will be continued from the first term, and in several cases will be open for new members.

During the month of October, the class in Salesmanship was addressed by Frank Moran, Quaker Oats Co., on the subject of "Helping the Dealer Sell"; L. H. Lewis, L. H. Lewis Co., "The Salesman's Attitude Toward Competition"; Ray Shelton, Superior Chevrolet Co., "Studying Your Line"; Myron Kirk, West-Cullum Paper Co., "Selling the Idea of Service and Good-Will"; Sam R. Lawder, Southwest National Bank, "What a Salesman Should Know about Credit."

On December 7, the class met with the Salesmanship Club, and two members of the class competed for prizes for the best selling talks about a high-priced watch presented by Myron Everts.

The class in Fire Insurance met with the following lecturers during October: J. W. Blanton, Blanton Thomas & Co., "The Special Agent—His Duties and Qualifications"; Charles L. Miller, "The Special Agent"; S. W. Inglish, Texas Inspection Bureau, "Protection of Life and Property Against Fire"; Herbert H. Sutton, "Fire Insurance Rates and Methods of Determining"; E. C. Cooper, "Loss Adjustment and the Adjuster."

J. W. Carpenter of the Texas Power & Light Co. delivered a lecture on the subject "Service Rendered by the Public Utility," before the class in the Economics of Public Utilities; C. E. Calder of the Texas Power & Light Co. discussed "Financial Aspects and Corporate Set-up of the Public Utility," and J. B. Walker of the Dallas Power & Light Co. discussed "Accounting."

"Say, pa."

"Well, my son."

"I took a walk through the cemetery today and read the inscriptions on the tombstones."

"Well, what about it?"

"Where are all the wicked people buried?"—Syracuse Orange Peel.

Meet

W. REED MAY
DALLAS MAILING CO.,
X-6048



Industrial Sites and Warehouse Locations

The construction of the Dallas-Terrell Interurban will give service to property located near Forney Avenue, from the Fair Grounds to White Rock.

This territory is well located for the establishment of industries and warehouses, and the major portion of same can be served by industrial tracks.

Let us assist you in your Dallas locations.

Address,

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Land & Industrial Commissioner,
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Phone X-1221.

Dallas Title & Guaranty Co.

ABSTRACTS



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The Seal of Safety

Second Floor Dallas Trust & Savings Bank Bldg.

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V. P. & Title Officer

EALY J. MOSES
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Geo. A. Smith, President
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Phone X 1665

Burglar Alarms, Watchmen, Signal Service Boxes, Detectives Furnished by a Dallas Institution

S. KOENIGSBERG, Inc.

See Our New Fall Importations
TAILORS AND IMPORTERS
1306½ Main St.

Would You Let a Dentist Attend to Your Eyes?

Certainly not, yet both are doctors. No more should a manufacturer entrust his advertising to an agency serving mostly retail advertisers.

This organization, having specialized for years on the problems of manufacturers, is equipped through experience and knowledge of this territory to give Dallas manufacturers valuable merchandising counsel and expert advertising service.

A successful company, now serving many of the best known manufacturers in Texas, owned and operated by citizens of Dallas.

MID-CONTINENT Advertising Agency

Incorporated

Dallas County Bank Bldg.
Phone Y-3443

IS YOUR ADVERTISING SEEN ?

When you advertise on the screen of a motion picture theatre, you know positively that your message will be SEEN. It gets 100% display.

Can any other advertising medium say as much?



See us for theatre advertising
anywhere in Texas.



James P. Simpson Co.

Incorporated

(Pickering Theatre Adv. Co.)
1119 Dallas County Bank Bldg.,
Telephone X-1818



The Salesmanship Club has elected the following officers for the coming year: Frank E. Moran, Pres., Oscar D. Brundridge, 1st vice-president, Myron Everts, 2nd vice-president, and Marion Newman, secretary and treasurer.

The Goldsmith Company celebrated last month the 48th anniversary of its founding in 1874, on the courthouse square, when there were not more than 600 buildings in Dallas.

The Metro Pictures Corporation has announced the removal of its offices to the new Film Exchange Bldg., 308-10 S. Harwood Street.

Paschal Dreifelbis has been appointed City Prosecutor, succeeding R. B. Allen, Jr., who resigned recently.

Carden, Green & Co., New York City, have succeeded the cotton firm of Pell & White. George A. Carden, formerly of Dallas and still a member of the Dallas Chamber of Commerce, is one of the members of the firm.

The Republic National Bank has been named the depository for the city funds, with F. F. Florence, vice-president of the bank, City Treasurer. The bank's offer was to pay 4.10 per cent for balance and charge 4.10 per cent for overdrafts. Mr. Florence serves as City Treasurer at \$1 a year.

The approaching completion of the Texas Interurban Railway to Terrell has caused several readjustments in the personnel of the Dallas Railway Co. M. B. Parsons, Supt. of Employment and Training, has been named Supt. of the Texas Interurban Railway Co. Mr. Parsons was succeeded by Tom Owens. L. W. Tate of the Dallas Railway accounting department has been named assistant secretary and treasurer of the Texas Interurban Railway Co.

Contract for the erection of a standpipe in Oak Cliff to aid in conserving the artesian water supply there has been awarded by the City Commission to the Chicago Bridge & Iron Works at a cost of \$22,700.

Frank Reedy will conduct a tourist party through Mexico, leaving Dallas January 13, the trip lasting two weeks. Mr. Reedy annually conducts tours to the Yellowstone National Park.

The Seay-Cranfill Co., realtors, have announced that Martin Lindsey has become associated with them in the business property sales and lease department. He formerly lived in Dallas but has been living in Los Angeles until recently.

Thomas J. Cockrell has been appointed head of the new house furnishings department of the Anderson Furniture Company.

Deason & Wade, realtors, have moved from 1028 Kirby Building to larger quarters at 825-26 Kirby Building. With the change, the company has also announced the addition of two salesmen.

The J. E. Day Automobile Company has moved from 1706 Bryan and is occupying the Walne Building at 2626 Main Street, affording much larger quarters.

Jack Bailey, recently of Houston, has been added as a salesman in the city sales department by the General Motors Truck Company.

The firm of Raitman & Williams is now known as Wade H. Williams & Company, Mr. Sam B. Raitman having resigned from the firm. The company recently added two salesmen.

William Howard Beasley, formerly of the Beasley Music Company of Texarkana, has been appointed vice-president and general manager of the D. L. Whittle Music Company.

The following officers have been elected by the Kidd Springs Boating & Fishing Club: John W. George, president, W. M. C. Hill, vice-president, George Miller, treasurer, and Carl Steinmann, secretary. Approximately 50,000 people patronized Kidd Springs the past season, Mr. Steinmann said.

Merlin Mitchell, who came to Dallas two years ago from Gainesville, has opened a real estate office in the Scollard Building, under the name of the Merlin Mitchell Realty Company.

The St. James Hotel has been leased by the Salvation Army and will be operated as the Workingman's Hotel, with accommodations for 75 men.

"Sawnie" and "Miss Dallas," the first cub lions born at the Dallas zoo, have been traded to the Al G. Barnes Circus, which is wintering here, for an alpaca and an American and an African porcupine.

Dwight Morgan has returned to Dallas and has become associated with W. R. Zanes in the general insurance business, the firm being known as Morgan & Zanes, 707-8 Praetorian Building.

E. D. Balcom of Dallas was elected president and V. G. Hill of Fort Worth, secretary of the Texas Motor Transportation Association organized re-

cently at a meeting at Fort Worth attended by 100 motor truck owners. The organization will protect truck owners' interests and further good roads legislation. About thirty from Dallas attended the convention. A. J. Klein and J. H. Faison of Dallas were named on the directorate of the body.

DeWitt T. Ray has been elected cashier of the Liberty State Bank. Mr. Ray has been connected with a number of the leading banks of North Texas.

John H. Cullom of Dallas has been re-elected secretary of the Texas Fraternal Congress.

Two members of the Dallas Advertising League were re-elected officers of the Texas Association of Advertising Clubs at the Houston convention, Ed Bateman as president and Reed May as secretary.

A. H. Cole of Dallas was elected president of the Texas Society of Certified Public Accountants at the annual convention at Waco.

J. W. L. Hall, secretary of the Texas Farm Bureau Cotton Association, is touring the State in connection with a campaign through which it is hoped to treble the membership of the body.

Dallas poultry breeders won a large number of premiums at the recent Houston Fair in the National Barred Rock Meet, among them being Roy McDonald and Peter Brown.

A further step in plans for the widening of Elm Street between Harwood and Olive has been taken in the purchase by the city of a strip 10 feet wide and 287½ feet long from Louis Lipsitz and R. P. Wofford, for \$15,500. It will be given to property owners in exchange for the 20 feet to be taken off each lot for widening the street.

J. B. Heinen of the McGuire Cleaning and Dyeing Company, Dallas, has been re-elected president of the Southern Cleaners' and Dyers' Association.

The Superior Garbage Incinerator Co. has been instructed to begin work soon on the City's North Dallas incinerator adjoining the crematory plant.

Emil Fretz has been named by Mayor Aldredge chairman of the Texas Museum of Natural History committee, which will co-operate with the Park Board in securing specimens of Texas birds and animals for the museum which has been established at Fair Park.

L. C. Crow and C. V. Latham recently were added to the business property sales and lease division of Rucker & Jones, realtors.

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❑ We are prepared for details of the emergency letter---Be the job large or small, it will go forward smoothly and efficiently.

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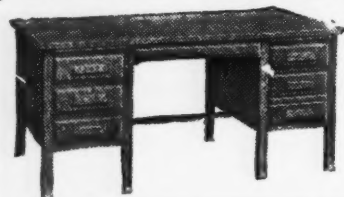
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Phone X-1384 2004 McKinney Ave.



Postal employees held appropriate exercises Nov. 25 in connection with the opening of the new \$30,000 post-office garage at 1608 Iling Street. This garage will be headquarters for the repairing of motor vehicles in postal service throughout the Southwest.

The Texas Daily Press League Advertising Bureau was organized at a meeting here last month, with ten charter members among the smaller dailies of the State. An intensive campaign to advertise the territory of the bureau members will be launched at once both in Texas and outside the State. Offices have been opened in the Dallas County Bank Building, with S. W. Papert of Texarkana in charge.

Ray Jones, formerly with the Sam G. Hines Company, has become associated with J. W. Lindsley & Co., realtors, in its insurance department.

Joe M. Callihan, for several years connected with the James P. Simpson Company, has joined the advertising staff of the Dallas World.

The Arthur A. Everts Company celebrated its 25th anniversary last month. A rare collection of gems and artistic jewelry, many of them antiques of wide fame, was shown in connection with the observance of the occasion.

David L. Wortsman has been re-elected camp director of the Orphans' Recreation Camp at Bachman's Reservoir, maintained by the Salesmanship Club.

A. C. Valentine has been elected president of the Dallas Traffic Club, Julian Nance, 1st vice-president, Elbert Blair, 2nd vice-president, Seth Tate, 3rd vice-president, and Arch S. Abbey, secretary-treasurer.

Addresses before the convention of the Texas Associated Ad Leagues at Houston and a membership meeting of the Corsicana Chamber of Commerce were delivered last month by M. J. Norrell, manager of the Wholesale Merchants and Manufacturers Departments of the Dallas Chamber.

Effective January 1, the Electric Express & Baggage Company, Louis Horner, president and general manager, will take over the contract for handling express and freight to Terrell and intermediate points on the new Dallas-Terrell interurban, making two round trips daily.

Berwald Bros., dry goods and clothing dealers, 906 Elm Street, celebrated last month, the 29th anniversary of the founding of their firm.

The Miller Manufacturing Company, with headquarters here, has purchased the overall factory of the Tel-Tex Company at Terrell, this being the eighth plant to be added by the company. The Terrell factory, which has been in the hands of a receiver and closed, will be enlarged and re-opened.

Dr. A. E. Flowers of Dallas was elected first vice-president of the Dallas-Fort Worth Veterinary Medical Society, recently organized.

The Optimist Club, recently organized and which held its first meeting last month, has elected Harry E. Johnson, president, Dr. W. D. Willey, vice-president and John B. Munns, secretary. It will meet each Wednesday at 12:15 at the Oriental Hotel.

Frank Street, formerly office manager for Lawrence Miller, realtor, has resigned to become manager of the business lease department for the R. H. Gamble Company.

C. S. Dawley of Dallas was elected president of the Southwestern Ice Manufacturers Association at the recent convention at Fort Worth, and Dallas was chosen as the site for the 1923 convention.

Will Horton of Dallas was named one of the vice-presidents of the Texas Tax Assessors' Association at the annual meeting at Austin, and Wichita Falls was chosen as the next place of meeting.

Joseph J. Ambrose has announced the removal of the Ambrose Art Shop from 604 Laurel Avenue to 4210 Haskell Place.

Oscar W. Cox of Comanche has moved here to become connected with the Tyler Avenue Realty Company and the Cox & Stalley Insurance Agency.

J. E. Gill has been named manager of the insurance department of the Union Realty & Securities Company. Mr. Gill came here from Fort Worth.

Boren-Stewart Grocery Company celebrated last month the 36th anniversary of the founding of their firm with a reception held at their new home on Young Street. About 2,500 visited the store during the evening.

John R. Haven of Denison has been elected vice-president of the Republic National Bank. Mr. Haven has had 22 years banking experience and has been connected with the National Bank of Denison.

Jed Morrow, editor of the Farm Bureau News, has been elected president of the Writers' Club.

J. A. Somerville, general manager of the T. & P. Railroad, with general offices at Dallas, has announced that their shops at Marshall will be kept running at full capacity at least for several months on the construction of 1,000 additional box cars. The shops there are completing 332 cars which were started shortly after the strike.

The "Dallas Beautiful" photographic contest of the Dallas Camera Club was won by Victor H. Schoffelmayer with a study of the skyline seen through the trees along the Trinity River. Second place went to Henry M. Sutton and third to E. H. Brown.

The Britling Cafeteria, which opened here Nov. 29, broke all first-day records established at their places in Birmingham, Atlanta and Memphis by serving 2,400 people.

The Glen-Haven Country Club News is the title of a neat, 16-page magazine issued as a house organ of the Glen-Haven Country Club, formerly the Dallas Automobile Country Club.

Herbert M. Greene of Dallas was re-elected president of the Texas Chapter, American Institute of Architects, at the annual convention at San Antonio. C. C. Bulger of Dallas was re-elected secretary.

The Southern Plow Company, 610 Elm Street, has been designated by the Challenge Company as distributor for Challenge products throughout the Southwest. The company will carry a complete line of Challenge windmills, tanks, engines, pumps, etc., in Dallas, and will also carry a stock at Lubbock to serve West Texas.

The Credit Clearing House, formerly at 1415 Jackson Street, has just occupied handsome new offices at 1413-A Commerce Street, adjoining the Magnolia Building. W. H. Norris has recently been made manager of collections, succeeding S. M. Fields, deceased.

One of the larger permits granted the past month was to Kean & Croford for a \$125,000, three-story apartment house on the southwest corner at Peak and Gaston, F. J. Woerner, architect.

"Did the traffic cop arrest you?" "Twice," replied Mr. Chuggins. "When I couldn't stop, he arrested me for speeding; and when I finally stopped and couldn't start, he arrested me for blocking the traffic."—Washington Star.

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Loans made on first class improved residence property in Dallas and on improved farms in the black land belt.

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Municipal Golf Course Now Assured

DALLAS is assured of a first-class municipal golf course in the signing last month of a lease on 118 acres of the Cole estate by Mayor Aldredge. The city obtained a lease for five years on one part and seven years on the remainder of the land, with option to buy when leases expire. It is arranged that the city take care of all taxes and expenses for improvements while in possession of the land. The Cole tract lies in North Dallas, south of the H. & T. C. Railroad and between Haskell and Fitzhugh avenues.

The land has many natural hazards and can be developed into a splendid, sporty course at small expense. Mayor Aldredge has named committees, principally from the various country clubs here, to work out plans for the course. It is expected that nine holes will be ready for play in the spring, with nine holes to be added later. The committees named are as follows:

Arthur L. Kramer has been named chairman of the general committee to co-operate with the city in the matter and Oswin K. (Uncle Jake) King, secretary.

Development—Louis Jacoby, chairman; Charles L. Dexter, Durrell Padgett, C. M. Bolanz, George S. Leachman.

Financing—George Aldredge, chairman; S. W. King, E. E. Shelton, E. M. Baker, Edgar Hurst.

The Mayor will serve on both committees.

Data on similar courses in other cities is being assembled.

Dallas has greatly needed a municipal golf course, as the Chamber is in a good position to know. While there are five private courses here, still the Chamber of Commerce has been embarrassed in answering letters such as the following received last month from a man in Oklahoma City:

"I am moving to Dallas soon after the first of the year and am anxious to learn something of the golf courses. Wife and I have played on the municipal course here. We cannot afford membership in a country club. What will be our chances in Dallas? Is there a good club, municipal or otherwise, in reach of our pocketbook?"

Actual construction of the new power plant unit of the Dallas Power & Light Company, which will cost complete \$2,180,000, began last month when excavations were started by the Texas Construction Co. More than 18 months will be needed to complete the unit.

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BUSINESS SYSTEMS CLUB of DALLAS

fosters better general service to all office appliance & specialty users.

SAVING

Most fortunes are saved. Much valuable land has been reclaimed. Gasoline was once drained into the ditch.

The saving of a letter resulted in the saving of a business firm when involved in a legal suit. An efficient accountant by his saving policies kept his firm from financial ruin.

Saving time is saving money. Leading business men use modern office appliances for they save time, increase efficiency and reduce costs.

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Dallas, Texas

Automotive Association Elects Morriss

WILLIAM Morriss has been chosen to head the Dallas Automotive Trades Association the coming year, succeeding F. E. McLarty. The board will select an executive secretary, a new office provided for in the constitution. Other officers elected are: R. C. Langley, vice-president and George W. Goodwin, secretary-treasurer. In addition to Mr. Morriss and Mr. McLarty, the following were elected to the board of directors: J. R. Bower, D. F. Burks, Don Safford, J. H. Shelton, W. G. Langley, J. H. Connell, H. L. Battle, H. E. Spencer, H. J. Cohen, Morgan H. Cox and A. A. Richeson.

In his annual report, J. H. Shelton, the retiring secretary, outlined the many activities of the organization the past year. Notable among these is the part the association played, in co-operation with the Manufacturers Department of the Dallas Chamber of Commerce, in making possible the new Automobile and Manufacturers' Exhibit at the State Fair.

S. M. U. Shows Big Gain

A recent tabulation showed that there have been enrolled at Southern Methodist University up to and including the fall term 1854 students, as compared with 1528 at a corresponding date a year ago. The school, which is less than ten years old, is rapidly becoming one of the really great educational institutions of the South. It has a faculty of more than 100.

Lease Drug Store Site

Z. E. Marvin has leased from R. Bergfeld of Tyler through J. W. Lindsey & Co., the triangular property at Live Oak, Pacific and St. Paul Streets near the new Medical Arts Building for \$54,000. He will establish a modern drug store in the two-story building.

Texas Cities vs. Italy

Dallas, San Antonio, Houston and Fort Worth, with a combined population of 700,000 have as many telephones as the entire kingdom of Italy which has about 35,000,000 inhabitants.

Dallas Leads in Number of Automobiles

Dallas County has been allotted more automobile number plates than any other Texas County, the State Highway Commission authorizing 40,000 for Dallas County, with Harris County second with 35,000, Bexar third with 30,000. Other large counties have received the following allotments: Tarrant, 25,000; Wichita, 15,000; McLennan, 13,000; El Paso, 12,500; Jefferson, 11,500; Travis, 10,000; Eastland, 10,000; Galveston, 8,000 and Limestone, 8,000. Every automobile in Texas will have to have a new number plate beginning next year.

Texas Leads the South in Road Building

During the first eight months of 1922 the 16 Southern States sold 343 bond issues for good roads totaling \$86,436,650, according to the Texas State Highway Commission. Texas led the South during the period with bond issues totaling \$25,436,780, or nearly one-third of the amount for the entire territory.

M. M. MAYFIELD

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PHONES: H-2171, H-2172, H-2173

DALLAS

Financial Center of the Southwest

¶ Dallas, one of the twelve leading business centers of the Nation, chosen by the Government as sites for Federal Reserve Banks, is unquestionably the logical location for any concern seeking Southwestern headquarters.

¶ Statistics from the Secretary of State's office show that Dallas is the headquarters for as many Northern concerns as the three other largest cities of Texas combined.

¶ The financial center of a territory means the business center, the manufacturing and distributing center. Northern concerns choose Dallas because it is the business capital of Texas, the greatest producer of raw materials in the Nation and with three-fourths of its tillable lands still untouched by the plow. Dallas is the leading distributing center for the Southwest, which has produced \$5,000,000,000 worth of new wealth in a single year or \$500 worth for each man, woman and child in the territory. Dallas is also the logical gateway to the rapidly developing Mexican market.

¶ Dallas ranked 22nd in bank clearings in 1921 in the Nation, according to Bradstreet's, although the 1920 Federal census showed it ranking only 42nd in population. Bank clearings are regarded as one of the surest indices of a city's commercial strength and activity.

¶ Dallas Clearing House banks co-operate closely with the Dallas Chamber of Commerce in aiding new concerns to become satisfactorily located in Dallas, and in all other efforts looking to the upbuilding of the city.

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